

# Music Videos Filming Locations as Tourist Attractions: A Case Study of Filipino BTS Fans

<sup>1</sup>Stephannie Vianna Ybera, <sup>2</sup>Gelliah Monika Gepila, <sup>3</sup>Dianne Angelika Pito, <sup>4</sup> Fulepro Alberto Madrilejos

<sup>1</sup>Student, <sup>2</sup>Student, <sup>3</sup>Student, <sup>4</sup> Professor

<sup>1</sup>Department of Tourism Management,

<sup>1</sup>De La Salle Univeristy - Dasmariñas, Dasmariñas, Philippines

**Abstract**—Due to the fact that the K-pop phenomenon is already becoming a mainstream in the Philippines, this research identifies the music video attributes that affect the Filipino BTS fans to appreciate the music video, and explores the relationship between the music video appreciation and their visitation to South Korea based on the stimulus-organism-response (SOR) model of Mehrabian and Russel. A total of 349 survey participants who are fans of BTS were selected as the target participants, and only 53 valid surveys were used and analyzed using the mean and standard deviation and correlation and regression analysis. The Filipino BTS fans are found to positively perceive the 3 attributes of music videos; song effect, visual effect, and celebrity effect. However, results stated that only the celebrity effect significantly influenced the fans' appreciation of the music videos. Additionally, the result states that the fans' appreciation of BTS' music videos has a significant influence on their visitation to music video filming locations in South Korea. This study provides an idea about creating another type of marketing strategy which can help promote Philippine tourism with the influence of Filipino pop music, commonly known as P-pop. The findings can be utilized as a reference to further promote the country as a tourist attraction for international and local tourists by using Philippine pop music.

**Index Terms**—K-pop, P-pop, BTS, music video, filming location, tourism, travel, South Korea, Filipino fans.

## I. INTRODUCTION

In the past decade, Hallyu has crawled its way into the world and captured the hearts of many pop culture fans. Originating from China in 1999, the term Hallyu, or Korean wave, pertains to the phenomenon where the youth in China shows enthusiasm towards Korean pop culture (Bae et al., 2017). It has expanded from Korean drama, film, and music to other fields such as online games, fashion, cosmetics, language and food (Seo & Kim, 2019; Hui & Yu, 2021; Bae et al., 2017). As a result of Hallyu's growth, it has brought film tourism to South Korea through Korean dramas. Film tourism is defined as the act of commercializing the set and shooting sites of movies and dramas (Bae et al., 2017). While Western movies and series like Lord of the Rings has caused a visitor influx in New Zealand, The Da Vinci Code in Louvre Museum in Paris, The Game of Thrones in Dubrovnik, Croatia, and Millennium in Stockholm, Sweden (Kim & Reijnders, 2017), a similar phenomenon was observed with Hallyu when Korean dramas like Winter Sonata and Jumong caused more tourists to visit in Nami Island and various heritage sites (Lee & How, 2021), causing studies on Hallyu tourism to emerge.

With Hallyu being led by K-pop and visual media, various studies on K-pop were conducted around the world. Seo & Kim (2019) explained that aside from the positive effect on South Korea's image, perceived value, and association, the popularity of K-pop culture products also made South Korea a desirable tourist destination to the consumers of K-pop media. This is supported by Nguyen (2020), who established that exposure to K-pop had an impact on Finnish people's idea of South Korea and motivation to travel to South Korea, and Naenbumrung (2020), who stated that activities related to K-pop idols developed the interest of Thais to travel to South Korea. Additionally, Bang et al. (2021) focused on the perception of South Korea's national image as influenced by K-pop and its impact on Peruvians' visit intention to South Korea.

South Korea's tourism agencies have made significant efforts to reach a wider tourism market through the K-pop industry by partnering with different K-pop idols. Specifically, KTO has been actively working with K-pop idols like Big Bang, EXO, YoonA, and ITZY for its promotional materials since 2014 (UNWTO, 2022). Meanwhile, Seoul Tourism Organization (STO) has continuously worked with BTS as Seoul's Honorary Tourism Ambassadors since 2017. The said group also attracts their fans to visit certain locations just from their music videos alone. One of the notable characteristics of a K-pop music video is its setting and background, which fans often take interest in. Numerous articles about the filming locations of BTS music videos that fans can visit have been posted online in the previous years, including directions and addresses (Nguyen, 2020). Most, if not all, of these locations are not actually considered as tourist attractions in South Korea, but rather just ordinary areas that were used for filming. However, due to the location's appearance in the music video, some of them have been promoted by South Korean tourism agencies and regarded as an emerging tourist attraction among fans, such as the Jumunjin Beach and Mosun Aerodrome, which will be discussed later in this paper. The influence of BTS on existing and emerging destinations is very evident and many fans are visiting these music video filming locations as seen on their social media posts.

Unfortunately, some research gaps on the topic are still waiting to be addressed as Hallyu is a continuously growing phenomenon and industry. First, previous studies have explored different areas in relation to Hallyu tourism, such as push and pull factors (Hui & Yu, 2021), emotional branding (Yusriana et al., 2019), and national image (Bang et al., 2021), but the studies on the influence of music videos on the travel decisions of K-pop fans are scarce. Second, populations of recent studies focus on various nationalities, while those on Filipino K-pop fans remain insufficient, especially in the case of BTS fans. Third, most existing studies only discussed the visit intentions of K-pop fans, but not their actual visitation. Lastly, Capistrano (2019) emphasized that most studies in the current pool of research is of qualitative nature, hence a lack of empirical discourse on K-pop using quantitative methods. Bae et. al (2017) suggested that further research should be conducted to understand the tourism behaviors and customer requirements of the Hallyu fan base. This study intended to address these gaps by explaining the influence of BTS music videos on Filipino fans to visit filming locations in South Korea through the use of stimulus-organism-response theory.

The study answered the general problem “How does BTS’ music videos influence Filipino fans to visit filming locations in South Korea?” and the following specific problems:

1. What is the demographic profile of the respondents in terms of:
  - A. Age
  - B. Gender
2. How do the respondents perceive the music video of BTS in terms of:
  - A. Song effects
  - B. Visual effects
  - C. Celebrity effects
3. How do the respondents appreciate the music video of BTS?
4. How do the respondents perceive the visitation to South Korea?
5. How do the three music video attributes namely, the song effect, visual effect, and celebrity effect, influence the appreciation of Filipino BTS fans on the music videos?
6. What is the relationship between music video appreciation and visitation to music video filming locations in South Korea?

The significance of the study showcased whether or not Filipino BTS fans who travelled to South Korea have also visited the filming locations of BTS as influenced by music videos. This study could benefit future researchers who are interested in the relation of tourism and pop culture, especially K-pop, as it provided new data. It can serve as supporting information for those who aim to delve further into the topic or use the data for real world application.

## II. LITERATURE REVIEW AND CONCEPTUAL/THEORETICAL FRAMEWORK

There had been a lot of studies regarding pop culture tourism in the past decades, with film tourism being one of the most prominent. In Western pop culture, films like *Lord of the Rings* has caused tourist attractions to emerge in New Zealand, *King Kong* and *Star Wars* in Universal Studios, Florida, *Notting Hill* in Notting Hill, and *Harry Potter and the Philosopher’s Stone* in Yorkshire, United Kingdom (Tzanelli, 2004; Riley et al., 1998; Busby & Klug, 2001; O’Connor, Flanagan, & Gilbert, 2008, as cited in Teh & Goh, 2016). A similar phenomenon was observed in the Asian pop culture, including Hallyu. Different studies on Korean dramas have been taken interest in by many researchers to prove its effect on tourism. The attributes of a destination becomes a pull motivation factor when it is exposed through dramas and therefore attracts viewers to visit Korea (Teh and Goh, 2016; Kim, 2021). Rewtrakunphaiboon (2017) proved that the frequency of viewing Korean films affected the audience’s preference for Korea as a country and their intention to visit Korea as a tourist destination.

Aside from Korean dramas and films, South Korea has also utilized the concept of film-induced tourism when it comes to the music videos of Korean pop music, or simply K-pop. Ghansiyal (2021) stated that the popularity of Hallyu across the globe has led to K-pop and K-drama based tours that take fans to different filming locations around the country. It was recorded that there were over 17,502,623 international tourists visiting South Korea in 2019 due to Hallyu, which was a 14% increase from the 2018 international tourist arrival in South Korea (Ghansiyal, 2021). Given the positive influence of K-pop to the tourism of South Korea, the Korea Tourism Organization (KTO) has been incorporating various elements of K-pop in the organization’s programs to further benefit from its increasing popularity among foreign consumers. KTO operates a tourist information center which has a main feature called K-Style Hub from its second to fifth floor. Tourists can visit its various experience zones, exhibition halls, and even classes related to Korean culture and tourism (Wow Korea Supporters, 2016). In one of the surveys that was conducted in 2019 by the Korea Tourism Organization about Hallyu-related tourism, it showed that most of the foreign tourists spent mostly on shopping, accommodation, food and drink, and other Hallyu-related shopping. The survey was conducted online among 12,663 Hallyu fans and identified K-pop as a major influence on Hallyu-related tourism. BTS was selected as the most popular K-pop artist, followed by EXO, Super Junior, Big Bang and other popular K-pop groups (Hong, 2020).

Bangtan Sonyeondan, or commonly known as BTS, is a 7-member boy group who debuted in 2013 under Big Hit Music. Since the success of their songs ‘Fire’ and ‘Blood Sweat & Tears’ in 2016, they have increasingly proven their influence globally. Their name spread like wildfire in both the domestic and international scene, not just musically but also in terms of social and

economic pursuits. In 2017, BTS became Seoul's Honorary Tourism Ambassadors under the Seoul Tourism Organization (STO) with the release of the "With Seoul" music video. They also released the commercial called "BTS' Life in Seoul" and a series of videos entitled "My Seoul Playlist" in 2017 and 2018, respectively. Additionally, STO released eight TV commercials in 2019 featuring seven themes, each one being represented by a member of the boy group (Seoul Metropolitan Government, 2019). The same themes were used for the new project in 2020, wherein BTS helped STO encourage tourists to consider Seoul as their first destination once international tourism resumes after the COVID-19 pandemic.

The efforts of the South Korean government in promoting the country through BTS were not in vain. According to Ghansiyal (2021), the success of BTS has boosted not only the image of K-pop, but also the image of South Korea. An event that highlighted the influence of BTS to South Korea's tourism was their 2019 concert called 'LOVE YOURSELF: SPEAK YOURSELF' in Seoul, where approximately 23,000 tourists attended the concert, resulting in the increased number of tourist arrivals in South Korea (K.Z., 2019). In a report by Mendoza (2020) of Borgen Magazine, the Korean Foundation for International Cultural Exchange (KOFICE) estimated that there are 800,000 foreign tourists entering South Korea yearly due to the popularity of BTS. Mosun Aerodrome was claimed to have become a new tourist attraction after its appearance in BTS' Young Forever music video, wherein the K-pop group was recognized by the city official of Jecheon, North Chungcheong province. The city launched a promotional banner with the link of the music video, together with the phrase "Come To Jecheon, BTS's Music Video Site" (Koreaboo, 2018). A similar event happened when BTS released their album "You Never Walk Alone" with a music video for the song "Spring Day". Found on the album cover is a bus stop located at Jumunjin Beach in Gangneung province. By July 2018, the Gangneung City Government welcomed the public to visit an installed replica of the bus stop where they can take pictures (Koreaboo, 2018). The bus stop does not actually serve operating buses, but rather a place where visitors can recreate the pictures of BTS found in their album.

Meanwhile, in the Philippines, BTS and other K-pop groups are widely favored by Filipinos. Hallyu hit the country in the early 2000s and since then, the Philippines has grown to be the most active country in the Southeast Asian market (Igno and Cenidoza, 2016), where different K-pop events like concerts and fan-meetings are held (Capistrano, 2019). The preferences of Filipino fans was also examined by Ryu et al. (2018) in comparison to the preferences of Taiwanese fans. The results showed that Taiwanese fans were more detailed about Kpop and focused on what is good, while Filipino fans were more into what is popular. A portion of Filipino fans unknowingly produced a cycle where K-pop consumption and appreciation escalated through learning the lyrics and choreography of K-pop to be able to sing and dance to K-pop songs. The increasing number of Filipinos doing song or dance covers featured in different Hallyu events in the Philippines can be used as a confirmation. (Capistrano, 2019). Some Filipino fans also travel to South Korea to witness their idols live in concerts, music shows, and fan meetings (Igno and Cenidoza, 2016). However, there is limited academic research presenting a deeper understanding about the Philippines as a growing K-pop market (Igno and Cenidoza, 2016).

As shown in Figure 1, the study used Mehrabian and Russell's 1974 Stimulus-Organism-Response (S-O-R) Theory. The model stipulated that an individual's emotional state can be influenced by a stimuli, where an individual's behavior will be influenced after, which can have two different results; approach or avoidance. (Li, 2019) The model's first variable, stimulus, refers to the external environmental factors which encourage and develop human action. The second variable, organism, refers to the internal emotional state caused by environmental factors. The third variable, response, is the individual's approach or behavior to their emotional state that can lead to approach or avoidance. The willingness to do refers to the approach behavior while the reluctance to do is the avoidance behavior. (Mehrabian & Russel, 1974) The S-O-R theory has been widely used to assess the connection between the inputs (stimulus), processes (organism), and outputs (response) (Kim et al., 2018). The SOR approach has been modified and applied to different research contexts, including tourism related studies, due to its extensive relevance to different topics. However, the studies that showed the model's application to travel behaviors were insufficient. In Chen et al. (2020) study, the S-O-R model was used to examine the relationship between memorable tourism experiences of the Chinese outbound tourists', the emotion "fun", and their recommendations and intentions to revisit China. The study of Lee (2021) applied the S-O-R theory to distinguish the hypothetical relationships among tourist perception, emotion, memorability, and behavioral intention in ghost tourism. Tak and Gupta (2021) used the S-O-R theory to determine the role of the attributes present in travel related mobile applications in influencing consumer engagement and intentions to use the travel application.

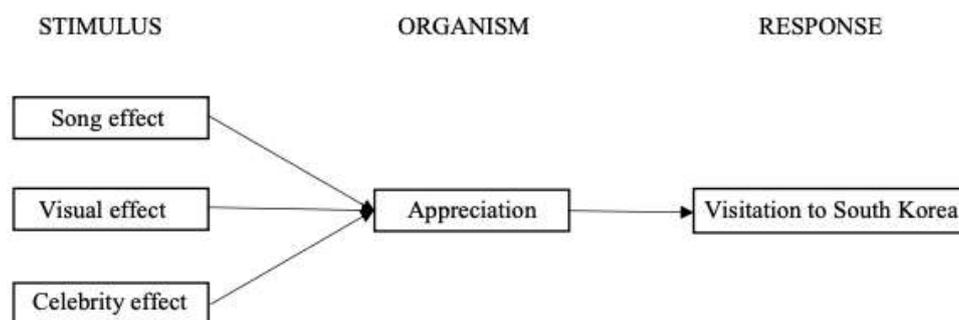


Figure 1. Research Framework

The researchers adapted a research model relevant in the current study. In order to analyze fans' travel decisions to locations depicted in the music videos, the “stimuli” was perceived as the attributes present in the K-pop music videos. These attributes were the song effect, visual effect, and celebrity effect. The attributes were adapted from the study of Rajaguru (2013) and the definition of each attribute were modified by the researchers based on its use in the current study. “Organism” was conceptualized as the internal response of the fans. The organism element of the study is the appreciation, which refers to the favorable reaction of fans towards the music video. “Response” was referred to as visitation, which represents the fan’s travel decisions. Utilizing the S-O-R theory enabled the study to examine what attributes present in the K-pop music videos affect the fans’ response which leads to fans’ decision to travel to South Korea.

Rajaguru (2014) used the S-O-R model to describe how the visual, vocal, and celebrity effects affected the tourism destination choice of tourists. Product placement theory was also used to determine the processes on how motion pictures motivated the intention of consumers to visit the tourism destinations depicted in the motion pictures. The study’s framework identified the stimuli as the visual, vocal, and celebrity effects. Tourism intention was identified as the organism of the framework. Visitation was identified as the response of the framework. The survey was conducted in Incheon Airport, where Thai travelers that traveled to South Korea for tourism purposes were given questionnaires. 360 out of 770 approached travelers mentioned that they visited South Korea for tourism purposes. Among the 360 travelers, 220 respondents returned the survey questionnaire. Questionnaires from respondents who had never seen Korean motion pictures were removed, hence making the valid samples for analysis to 191. The result suggested that the visual and vocal effects perceived from the motion pictures encouraged tourists’ visit intentions and resulted in actual visitation to tourism attractions. However, the celebrity effect was proven to be a less important factor for tourists’ intention to visit South Korea. With this, Rajaguru’s study and this study were similar in terms of the model used, which is Mehrabian and Russel’s S-O-R model, the visual, vocal, and celebrity. Meanwhile, the differences were the participants’ ethnicity (Thai vs. Filipino), the content of the video being studied (Korean motion pictures vs. BTS’ music videos), site where the survey questionnaire will be posted (Incheon Airport vs. social media platforms), and the factors under the organism (tourism intention vs. music video appreciation) as the framework’s stimuli, and visitation as the framework’s response.

In connection with Rajaguru’s study, Li (2019) used the S-O-R model to identify the influence of short video, destination image, and perceived interactivity to short video application user’s visit intention. In the study’s framework, video quality and video credibility were identified as the stimuli. Cognitive image, affective image, and perceived interaction were the organism of the framework. Visitation intention was identified as the response in the framework. The survey was conducted in China, where the survey questionnaire was translated into Chinese. A 7-point Likert scale was used to measure all items in the questionnaire. A pre-survey was conducted to 20 participants, in which the participants confirmed that the survey contents were understandable. The survey questionnaire was posted in a professional online survey website in China ([www.wjx.cn](http://www.wjx.cn)). Out of the 251 collected questionnaires, only 236 were considered as valid responses. The result suggested that the cognitive and affective image relates positively to the destination’s perceived interactivity present in the short video. The positive relationship between the quality of the short video and the perception of tourists’ on the cognitive and affective image of a tourism destination was also confirmed. A positive relation between perceived interactivity and tourists’ visit intention was also proven. However, the video credibility was proven to be not remarkably related to the users’ tourist destination image perception. With this, Li’s study and this study were similar in terms of the model used, which is Mehrabian and Russel’s S-O-R model. Meanwhile, the differences were the participants’ ethnicity (Chinese vs. Filipino), the content of the video being studied (short video of a destination vs. BTS’ music videos), site where the survey questionnaire will be posted (professional online survey website vs. social media platforms), and the factors under the stimuli (video quality and video credibility vs. song effect, visual effect, and celebrity effect), organism (cognitive image, affective image, and perceived interactivity vs. music video appreciation), and response (visit intention vs. visitation).

### **Song Effects and Music Video Appreciation**

Music has become a part of our everyday lives. According to Lashua et. al., (2014) music can be used as a tool for artistic expression, form of enjoyment, and can also be considered as a cultural product nowadays (Long, 2014). Music can be regarded as an item that can be consumed through different forms like MP3’s, CD’s, or concerts, and be featured in products such as films or video games (Kellaris, 2008). Music can be associated with tourism since there are people who travel because of music. They are either concert goers or fans, pilgrims, attendees of festivals or other events where people regard the sounds present in a place as a welcoming instrument or simply an irritating sound. Music tourism refers to traveling to another location to listen to music, and this idea was considered a historical phenomenon connected with modernization and industrialization (Lashua et al., 2014). Emotion induced by music may be affiliated with attributes present in music like pitch, rhythm, melody, etc. (Schubert, 2013), which proved that there was a relationship between musical structure and musical emotion. Music has musical lines, which are the melody, bass, and inner voices. These musical lines have contours that composers regard as visual shapes. In a music video, the visual image’s shape is related to the musical line’s shape (Vernallis, 1998). Thus, we hypothesized that:

*H1: There is a significant relationship between the song effect and the appreciation of Filipino BTS fans on the music videos.*

## Visual Effects and Music Video Appreciation

Motion pictures, cognitive and affective images can be associated with the music video. Kim & Richardson (2003) claimed the effectiveness of motion pictures in attracting the tourist to visit the destination. One of the factors that tourists consider in visiting a location is familiarization. Promoting a destination using a motion picture is the most used tool to enhance tourist awareness (Rajaguru, 2013). Haneforts and Mosseberg (2002) also claimed that collecting different information about the destination starts once the tourist appreciates or begins to have the desire to travel. There were tourists who even used brochures in collecting different information to become more familiar with the destination. According to a survey conducted last 2008, 56% of the tourists were influenced by the film to visit the destination (O'Connor & Bolan, 2008). Tourists were motivated to visit the place after watching it on television or on other platforms (Haneforts and Mossberg, 2002). In the study according to O'Connor & Bolan (2008), the term coolness was used to refer to the experience of the tourist, where they can experience the same scene shown in the film. Furthermore, enhancing the awareness of people has a big impact in decision-making, that is why film producers continuously used different filming locations to promote the destinations. Thus, we hypothesized that:

*H2: There is a significant relationship between the visual effect and the appreciation of Filipino BTS fans on the music videos.*

## Celebrity Effects and Music Video Appreciation

Celebrities can be considered as role models of some people. They are recognized wherever they go with excitement and awe (Mills, 1956). Since celebrities are an object of attention and have higher influence, they have been considered as spokespersons in advertising where they are often used to promote cause and interests (Srinivasan et al., 2013; Kambitsis et al, 2002, Tom et al, 1992, as cited in Rai & Sharma, 2013). Various studies claimed that celebrity endorsement may speed up a product's diffusion through the market (Addo, 2016, as cited in Hung, 2020). Khan & Lodhi (2016) also found that the perception of consumers on celebrity endorsed ads was more positive compared to non-celebrity ads. The style and attractiveness of a celebrity especially influenced a consumer's purchase decision as they often chose a product that matches with their image. The attractiveness and likeability of a celebrity conditioned the consumer to lower their defensive barriers (Maddux & Rogers, 1980, as cited in Hung, 2020). In the case of K-pop, comeback songs were promoted using music videos where celebrities were seen dancing, acting, and singing to encourage fans to purchase the album either digitally or physically.

K-pop music videos vary based on their characteristics. Tanimoto (2017) discussed the different characteristics of K-pop music videos in relation to celebrities, such as acting, fashion, and gender expression. Celebrities play roles that are relatable to the audience with themes such as romance, sorrow, and the like. Along with this are close up shots that help the audience familiarize with the different members of a group and makes the music videos more intimate. The feminine male image that celebrities have in some K-pop music videos also shows the delicate and cute side of males, which makes them more appealing to the audience. Aside from that, celebrities create their own image and groups establish their branding through the various costumes that are constantly switched and changed within the music video, the hair color changes, and the accessories they wear, which then fosters idolization as it creates trends that people follow (Tanimoto, 2017). Moreover, celebrities are also often seen singing catchy music and dancing polished choreographies that are recorded in famous travel destinations (Nguyen, 2020). Through the incorporation of locations in their music videos, celebrities make it easier for the audience to recognize and recall a location (Chaddha et al., 2021). Scott et al. (2008) further explained that the romanticized features of an idol is reflected on the destination, regardless if the idol has a direct impact on the destination or not, and such association of an idol to a destination creates destination familiarity. In this study, the presence of the Korean idol, their outfits, and acting was classified as the celebrity effect in the music video. Thus, we hypothesized that:

*H3: There is a significant relationship between the celebrity effect and the appreciation of Filipino BTS fans on the music videos.*

## Music video appreciation and Visitation

The inclination of being emotionally close to a person to a certain place and the emotional connection generated from a person and a place's interaction is called place attachment. Meanwhile, the possibility of people to determine their tourism behavior in the future and the tourists' desire to be part of different tourism activities is called travel intention (Wang et al., 2020). Social media affects the demand for K-pop related content. K-pop contents are distributed on different social media platforms due to social networking. Social network feedback information is likely related to the market demand of cultural products (Kim et al., 2014). Oh et al.'s (2015) study proved that engaging in K-pop music video clips posted in YouTube has a positive impact on the actual visitation and number of inbound tourists to South Korea. Through the viewing behavior of Youtube users, the music video "Gangnam Style" of K-pop idol Psy became popular around the world (Kim et al., 2014). Changing the advertising revenue of tourism destinations or government tourist agencies to the pop music industry can be considered (Alick, 2006). Thus, we hypothesized that:

*H4: There is a significant relationship between the appreciation of BTS music videos and the visitation of Filipino BTS fans to the filming locations in South Korea.*

### III. METHODOLOGY

The study used quantitative data analysis on descriptive research design to determine the influence of music videos to the Filipino BTS fans to visit the music video filming locations in South Korea. According to McCombes (2019), descriptive research is specifically focused on describing the population, situation, or phenomenon that can answer what, where, when, and how, but not why questions. The respondents of the study were Filipino BTS fans or more commonly known as ARMYs, which is the official fandom name of BTS. They were selected from a population of 1,772 Filipino BTS fans in which the researchers based it on the total number of 'Let's! Discuss BTS' members, a BTS fanbase Facebook group. According to Big commerce, Facebook group is a space on Facebook where the members who are friends and acquaintances discuss and share their same interests. As per advice of the statistician, the researchers used the Raosoft software to calculate the sample size, with 1,772 population, 95% confidence level and 5% margin of error. As a result, the researchers needed to collect the data from a sample size of 316 BTS fans. The sampling frame was Filipino BTS fans aged 18 years old and above. The researchers used the convenience sampling, a non-probability sampling method wherein the researchers chose the respondents based on the researcher's choice. The collection of data was conducted in June 2022, in the span of 3 days, wherein the researchers used a survey questionnaire in the form of Google Forms and posted it on the Facebook group named 'Let's! Discuss BTS'.

The questionnaire was divided into two parts: Part A and Part B. Part A was about the respondents' demographics to gather the respondents' basic information and fan profile. The fan profile includes a question about the selected music video filming locations where fans have visited (Table 1). To determine which filming locations would be included in the study, the researchers first listed down the music videos released from 2015 to 2020. Then, using an article by koreaetour.com, the researchers filtered out the filming locations which are most visited by fans or which the Korean tourism agencies have promoted officially. The final list of music video filming locations was set to 6 locations that appeared in 5 music videos. In 2015, BTS released their new music video entitled 'The Most Beautiful Moment in my Life: Prologue' in which one of the memorable scenes was filmed at Gyeongjeong Beach. The same year, the music video 'Run' was also released, which was filmed on Nodeul Island. Moreover, 2 music videos were released in 2016, which are 'Young forever' and 'Save Me'. One of the scenes in the Young Forever music video was filmed in Mosun Aerodrome, while Saemangeum Land Bounty is where BTS filmed one of their scenes in the music video 'Save Me'. In 2017, when BTS released their music video entitled 'Spring Day', some popular scenes were filmed at Jumunjin Beach and Iryeong Station. Jumunjin Beach is where the bus stop is located which was built especially for a BTS shoot. While Iryeong Station is an abandoned train station located at Gyeonggi-do where fans usually take pictures reenacting an iconic scene in the music video.

**Table 1.** Famous filming locations of BTS posted online.

Year of Release	Music Video	Filming Locations
2015	The Most Beautiful Moment in my Life: Prologue	Gyeongjeong Beach
	Run	Nodeul Island
2016	Young Forever	Mosun Aerodrome
	Save Me	Saemangeum Land Bounty
2017	Spring Day	Jumunjin Beach
		Iryeong Station

Part B was composed of 6 different subparts which were song effect, visual effect, celebrity effect, appreciation, and visitation subparts. It will be answered using the Likert scale (Table 2), wherein 1 stands for strongly disagree, 2 for disagree, 3 for agree, and 4 for strongly agree. The researchers generally adapted the questionnaire from the study of Rajaguru entitled "Motion Picture- Induced Visual, Vocal, and Celebrity effects on Tourism Motivation: Stimulus Organism Response Model", which was about the tourist motivation to visit destination based on Korean films, drama series, music, and K-pop. Furthermore, the questions for song effect (Ryu et al,2018; Rajaguru, 2013) were also adapted and reworded in the context of melody of the BTS song. The questions for visual effects (Ryu et al., 2018; Rajaguru, 2013) were adapted and reworded in the context of the music video filming location. The questions for celebrity effect (Kim, 2021; Rajaguru,2013) were adapted and reworded in the context of the influence of BTS as the celebrity that encourages the fans to visit the location. The questions for appreciation (Lee, S., Song, H., Lee, C.-K., & Petrick, J. F., 2018; Zhou, 2021) were also adapted and reworded in the context of the admiration of the fans upon watching the music video. For visitation, the questions were also adapted from Rewtrakunphaiboon (2020) and Rajaguru (2013) and reworded in the context of the overall experience of the fans who visited at least one music video shooting location.

**Table 2. Likert Scale**

Likert Scale	Verbal Interpretation
1	Strongly Disagree
2	Disagree
3	Agree
4	Strongly Agree

To check the validity and reliability of the questionnaire, the researchers conducted a pre-test, where the questionnaire was distributed to friends. The researchers collected 32 responses. The Part B of the questionnaire consisted of 5 questions per subpart. Visual effect had a result of 0.715, celebrity effect had a result of 0.759, and appreciation had a result of 0.730. However, the song effect had a result of 0.659 while visitation had a result of 0.668. Since a survey question is only considered valid and reliable if the Cronbach's alpha is at least 0.70, the researchers were required to remove certain questions. Thus, 2 questions were removed from song effects, which resulted in 0.736, while 1 question was removed from visitation and resulted in 0.730.

In order to calculate the responses, the assigned statistician used different statistical methods which are mean and standard deviation, correlation analysis, and regression analysis. Mean is the expected value or the average value of a group of numbers, while standard deviation is used to measure the dispersion or spread of the collected data. Correlation analysis is a method that identifies whether two variables have any significant connections. Regression analysis estimates the relationship between a dependent variable and independent variable and determines which one indeed has an impact. Both mean and standard deviation were used for the statements of the problem 1-4, while correlation and regression analysis will be used for the statement of the problem 5 and 6. The statistician used 2 softwares which are Microsoft Excel and SPSS to treat the data.

#### IV. SCOPE AND LIMITATION

The study focused on Filipino ARMYs and their visitation to BTS-related locations in South Korea as influenced by their appreciation of music videos. First, the researchers identified three music video attributes namely song effect, visual effect, and celebrity effect, and measured the perception of Filipino ARMYs on these attributes. Second, the researchers determined Filipino ARMYs' appreciation of music videos based on those three attributes. Third, the researchers determined the relationship between Filipino ARMYs' appreciation of music videos and their visitation to music video filming locations in South Korea.

A survey was conducted online for three days using Google Forms. The respondents were selected from the population of 1,772 based on the total number of members of the Facebook group 'Let's! Discuss BTS' where the survey was posted. This community was selected because it is very active in discussions and the researchers believed that the members of the group can provide valuable insights into the study. The researchers did not establish a specific area of residence and accepted respondents from anywhere in the world as long as their ethnicity is Filipino. The age of respondents was set to 18 years old and above to take into consideration their ability to travel abroad.

The first limitation of the study was the available resources and data. There is a lack of existing studies that specifically focus on BTS and Filipino ARMYs. Most data available online either focused on ARMYs of different nationalities or on Filipino fans of other K-pop groups. There was also no recorded data found on the exact number of Filipino ARMYs who have visited South Korea or BTS-related locations in the said country. Due to this limitation, secondary resources were difficult to gather, which was also the reason why the researchers opted to conduct primary research through the use of a survey. This limitation may impact the references of the study and can open opportunities for future researchers to explore the topic in relation to various areas.

The second limitation was the instrument of the study. The survey was done online due to three reasons: a) the study was conducted at the time of pandemic, b) most fans are active on the internet, and c) online communities make it easier to determine whether a person is a fan or not. However, the challenge with online surveys was that there is no guarantee that the target respondents would willingly answer the survey upon seeing the researchers' social media posts. Aside from that, the private messages (PMs) sent to the target respondents were often stuck in the message requests section of Facebook Messenger because they don't always appear in the notifications. Hence, the effectiveness of the said platform was beyond the researchers' control. This limitation may affect the accessibility of the target respondents and might require future researchers to use other instruments to gather the data.

The third limitation was the respondents. There is an insufficient number of Filipino ARMYs who have been to music video filming locations in South Korea before. The researchers identified a number of factors that influence the scarcity of Filipino ARMYs who have visited music video filming locations in South Korea. First, most Filipino fans are young (Ryu et al., 2018). Second, not all Filipino fans have the financial capability to go to South Korea (Ryu et al., 2018). Third, based on discussions in online communities, many Filipinos only became a fan of BTS during the pandemic, hence traveling to South Korea was impossible. Fourth, according to some Filipino ARMYs, they were not fans of BTS during the time of their visit to South Korea, thus, they did

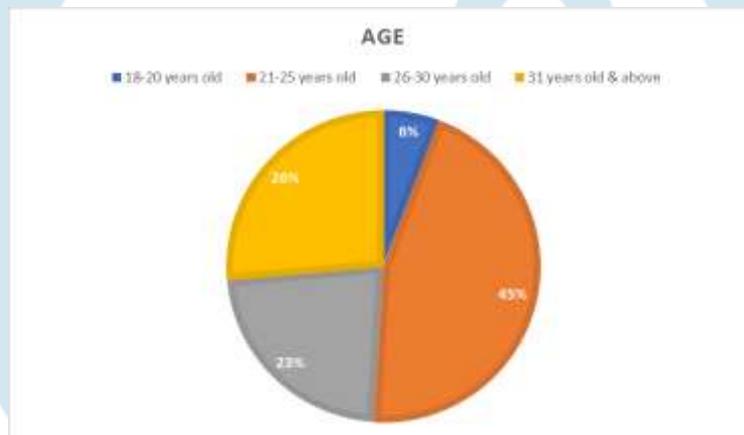
not go to BTS-related locations. This limitation may impact the representation of the population and could lead to the need to conduct an improved study on the subject when the circumstances surrounding the respondents improve.

The fourth limitation was the time frame allotted for data gathering. The researchers initially planned to conduct the survey for one week. However, due to time constraints, the time frame was shortened to three days. This limitation may impact the likelihood of the survey to reach more Filipino ARMYs whose response will be considered valid by the researchers and points to the need for future researchers to allot more time in conducting a survey.

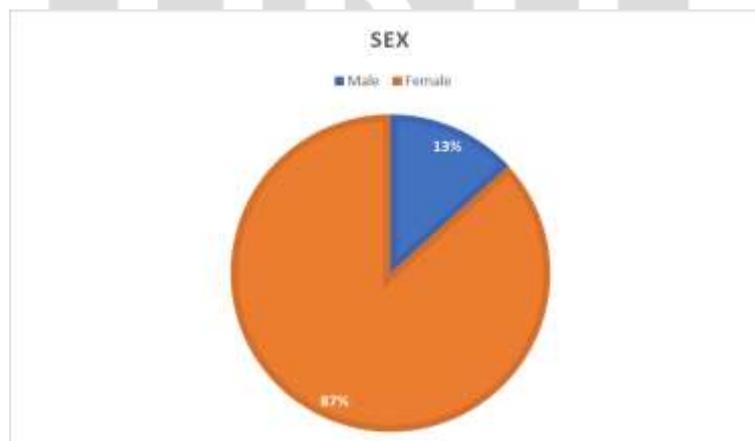
## V. RESULTS AND DISCUSSION

During the time frame of three days, a total of 349 responses were collected by the survey. Unfortunately, only 53 responses were considered valid based on the criterion established by the researchers that the respondent must have visited at least one BTS-related location in South Korea. Therefore, answers from respondents who had never visited a BTS-related location in South Korea were not included in the data analysis.

As shown in Figure 2, respondents whose age ranges from 21 to 25 years old makes up 45.3% of the total respondents, 31 years old and older makes up 26.4% of the respondents, 26 to 30 years old makes up 22.6% of the respondents, while 18 to 20 years old makes up 5.7% of the respondents. Based on the given demographic data, we can interpret that the majority of the respondents were female and their age ranges from 21 to 25 years old. Meanwhile, Figure 3 indicated that the respondents who participated in the study were composed of 86.8% female and 13.2% male.



*Figure 2. Age range of the respondents*



*Figure 3. Sex of respondents at birth*

**Table 3.** Respondent's perception on the song effects

	Questions	Mean	Verbal Interpretation
1	The melody of BTS' songs in the music videos allows me to understand its message	3.811	Strongly Agree
2	The vocals of BTS allows me to associate the setting to a particular mood or emotion	3.849	Strongly Agree
3	BTS' singing style matches well with the song in their music video	3.83	Strongly Agree
	Overall:	3.8302	Very High

Table 3 showed the results on how the respondents perceived the music video of BTS in terms of song effects. The overall mean of song effects is 3.8302, with a verbal interpretation of very high. Question number two got the highest mean of 3.849, which states that the vocals of BTS is the factor that the respondents used to associate the setting to a particular mood or emotion.

**Table 4.** Respondent's perception of the visual effects

	Questions	Mean	Verbal Interpretation
1	I think that the setting of BTS' music videos highlights the beauty of some locations in Korea.	3.792	Strongly Agree
2	I like how the location is portrayed in the music video	3.849	Strongly Agree
3	I like the concept of the music videos	3.887	Strongly Agree
4	I am impressed with how the filming locations were associated with the concept of the music videos	3.792	Strongly Agree
5	The range of BTS music video concepts are wide	3.8887	Strongly Agree
	Overall:	3.8215	Very High

Table 4 showed the results on how the respondents perceived the music video of BTS in terms of visual effects. The overall mean of visual effects is 3.8215, with a verbal interpretation of very high. Questions number three and five got the highest mean of 3.887, which states that the respondents liked the concepts of BTS' music videos, and they believed that BTS' music videos range are wide.

**Table 5.** Respondent's perception on the celebrity effects

	Questions	Mean	Verbal Interpretation
1	I find BTS attractive in their music videos	3.906	Strongly Agree
2	I think that the music videos became interesting because of BTS' acting	3.604	Strongly Agree
3	I am impressed with the activities done by BTS in their music videos	3.83	Strongly Agree
4	BTS stands out so well in the music video	3.906	Strongly Agree
5	BTS' fashion style is suitable with their music videos	3.811	Strongly Agree
	Overall:	3.8113	Very High

Table 5 showed the results on how the respondents perceived the music video of BTS in terms of celebrity effects. The overall mean of the celebrity effect is 3.8113 with a verbal interpretation of very high. Questions one and four got the highest mean of 3.906 which states that respondents found BTS to be attractive in their music videos, and that BTS stands out so well in their music videos.

The tables presented above show that the song effect obtained the highest mean between the three attributes that were presented. The scores signify that the majority of the respondents highly perceived the song effect as the most essential attribute included in BTS' music videos. The result is similar with the study of Rajaguru (2014), wherein the vocal effect accumulated the highest standardized estimate of 0.352, which indicates that there was a significant and positive relationship between the vocal effects and actual visitation to South Korea.

**Table 6.** *The respondents appreciate the music video of BTS*

	Questions	Mean	Verbal Interpretation
1	I became interested in Korean culture after watching music videos	3.34	Agree
2	I feel glad when I think about South Korea after watching the music videos	3.396	Agree
3	Music Videos made me become enthusiastic about traveling to South Korea	3.623	Strongly Agree
4	Watching music videos made me want to travel to Korea in the near future	3.623	Strongly Agree
5	Music videos allow me to enjoy the beauty and grace of K-pop	3.679	Strongly Agree
6	Watching music videos made me realize that K-pop is a form of art	3.83	Strongly Agree
7	Watching music videos gives me a break from life's hassles	3.811	Strongly Agree
8	Watching music videos makes me want to meet other fans and be friends with them	3.472	Agree
9	Watching music videos increases my self-esteem	3.302	Agree
10	After watching music videos, I purchased BTS's albums	3.245	Agree
	Overall:	3.5321	Very High

Table 6 showed the result of how the respondents appreciate the music video of BTS. The overall mean of the appreciation is 3.5321 which results in a very high interpretation. Based on the result, the respondents view music video as an art which makes them appreciate the music video, ranked first with a mean of 3.83. This explains that generally, the respondents appreciate a music video because they view it as a form of art. In comparison to the study by Zhao (2021), they mentioned that aesthetics or the style of K-pop is one of the factors that fans' perception in appreciation.

Meanwhile, with a mean of 3.245, a small number of respondents agreed that they purchased a BTS album after watching the music video which explains that they appreciate the music video to the point that they were encouraged to purchase an album. This demonstrates the study of Zhao (2021) that fans tend to purchase an album because of the influence of what they watched online.

**Table 7.** *The respondents perceive the visitation to South Korea*

	Questions	Mean	Verbal Interpretation
1	My itinerary in South Korea includes the locations that appeared in BTS' music videos	3.17	Agree
2	I was excited to be able to be at the filmed locations of BTS music videos in person	3.528	Strongly Agree
3	I experienced the scenery featured in BTS' music videos	3.453	Agree
4	I relieved the scenes presented in BTS' music videos	3.321	Agree
	Overall:	3.3679	High

The result from Table 7 showed how the respondents perceive the visitation to South Korea with the overall mean result of 3.3679 which results in a High interpretation. Based on the result, question number 2 has the highest mean which is 3.528. It is about the emotion of the fan upon visiting the location, and showed that being in filming location induces feelings of excitement to fans. This result is supported by the findings of Rewtrakphaiboon (2020) where he mentioned that the more a person is exposed to a film, the more they have the desire to visit the location and be emotionally attached to it.

Meanwhile, the first question which is the inclusion of the location in their itinerary has the lowest mean which is 3.17. It means that only a few travelers had prepared an itinerary before visiting South Korea. The result contradicts the study of Rajaguru (2013), in which he mentioned that the travelers who had an intention to visit the location had pre-planned itineraries before their trip.

Based on the results as seen on Figure 4, song effects have a t-value of 1.275 and a significance level of 0.208, while visual effects have a t-value of -0.929 and a significance level of 0.357. Due to the fact that the standard significance level is 0.05 or lower, the results suggest that both song effects and visual effects have **no significant relationship** with the appreciation of respondents of BTS music videos, thus refuting Hypothesis 1 and Hypothesis 2. Meanwhile, celebrity effects have a t-value of 2.549 and a significance level of 0.012, which follows the standard significance level of 0.05 or lower. This means that celebrity effects **have a significant relationship** with the appreciation of respondents of BTS music videos, thus supporting Hypothesis 3. These results are different from the study of Rajaguru (2013) where the visual effect and vocal effect were found to encourage intention to visit the locations. The results also contradicts Rajaguru's (2013) findings which proved that celebrity effect is a less significant factor that encourages Thai tourists to visit South Korea. This means that consumers of K-drama value visual and vocal effects more than celebrity effects, while consumers of K-pop are more inclined to celebrity effects compared to song and visual effects.

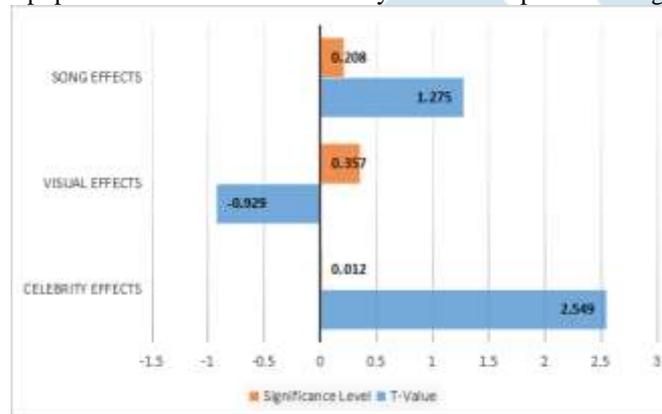


Figure 4. The music video attributes' relationship with appreciation

Figure 5 indicates that appreciation has a t-value of 2.549 and a significance level of 0.012. The results showed that 34.5% of the variation in visitation to the music video shooting locations in South Korea can be explained by someone's appreciation of the music video of BTS. This means that the respondents' appreciation of BTS music videos **has a significant relationship** with their visitation to the music video filming locations, thus proving Hypothesis 4. Based on this result, if a fan appreciates a music video, they are more likely to visit the places that appear in the said MV.

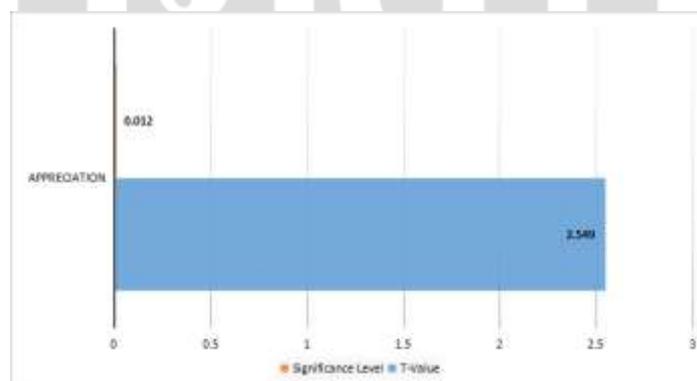
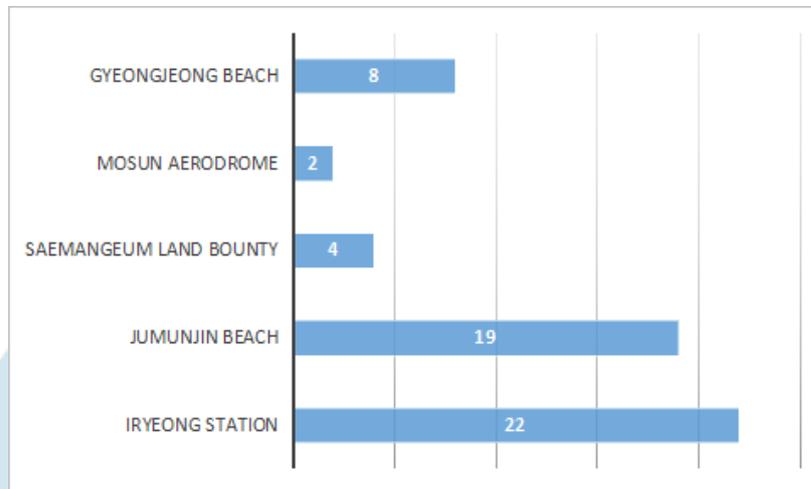


Figure 5. Appreciation's relationship with visitation

In terms of the music video filming locations, we can see on Fig. 6 that Iryeong Station is the most visited filming location which 22 out of 53 respondents have selected, followed by Jumunjin Beach which was selected by 19 respondents. Both Iryeong Station and Jumunjin Beach are filming locations for the music video of Spring Day (2017) and are two of the most notable sites mentioned by ARMYs in articles and social media. Meanwhile, Mosun Aerodrome is the least visited filming location which was selected by only 2 respondents.

In addition, 24 respondents answered that they have also visited other BTS-related sites which may or may not have appeared in music videos. This includes cafes and restaurants, filming locations of variety shows and live performances, photoshoot locations of merchandise, and venues for concerts, fanmeets, and music shows. Among the other BTS-related sites that the respondents have visited, Laundry Pizza was the most popular as it was mentioned by 8 Filipino ARMYs. Laundry Pizza is a pizza house located in Gangnam, where BTS and many other K-pop groups have done their photoshoot. Its popularity is understandable due to its accessibility and aesthetic.



*Figure 6. BTS music video filming locations visited by Filipino ARMYs*

## VI. CONCLUSION AND RECOMMENDATIONS

With K-pop being a growing industry, it is inevitable that it will branch out onto other aspects of our society. It has started to influence the way we perceive, appreciate, and consume things around us. One of these things is the places we travel to and the factors that drive us to visit them. This study contributes to the current pool of academic studies centered on K-pop, specifically on BTS in relation to tourism activities. It proved that visiting a music video filming location is induced by a fan's appreciation of music videos where the said location appeared in. Celebrity effect was the most prominent attribute that sparks appreciation, and song effects and visual effects were found to have no significant influence on a fan's appreciation of music videos despite being essential attributes. This demonstrates that the factors that comprise celebrities, such as branding, representation, and familiarity, are more valuable for the fans of BTS. This appreciation towards music videos leads to the visitation of fans to its filming locations, eventually contributing to the tourism of South Korea.

The researchers aimed to introduce this phenomenon practiced in the South Korean tourism and entertainment industry to the Philippine tourism authorities, such as the Department of Tourism (DOT) and Tourism Promotions Board (TPB). The results derived from this study can contribute to creating a new type of marketing strategy which can help promote Philippine tourism with the influence of Filipino pop music, commonly known as P-pop. A specific attribute was identified, which can give tourism professionals and advocates an idea on where to focus their marketing tactics. Given the idea of utilizing other marketing channels like music videos can lead the Philippine tourism authorities to adopt new methods in enhancing the current strategies in promoting the Philippines tourism.

The Philippines is one of the affected countries by the pandemic. Some tourism related establishments needed to stop their operations for months. International and domestic travels were limited, which greatly affected the economy and tourism of every affected country. Some countries were even forced to close their borders to ensure the safety of their citizens. Through this paper, the researchers aimed for the results gathered from this study to benefit the deflated tourism industry of the Philippines due to the pandemic. With the growing effects of Hallyu in the Philippines, specifically Korean pop music, a new trend in the Philippine pop music industry can be created. Now that the Philippines is starting to restore the tourism industry after the pandemic, the results gathered from this study can be utilized as a tool to use Philippine pop music to further promote the country as a tourist attraction for international and local tourists. As mentioned earlier, results showed that the celebrity or K-pop idol significantly affected the appreciation of the fans to the music videos, which also affected the fans' visitation to music video related locations. These findings can be taken into consideration by the creators behind the Philippine pop bands' music videos to simultaneously promote the tourism attractions in the Philippines and the Philippine pop music. SB19 is currently one of the rising bands in Philippine pop music, and they have already released a total of thirteen music videos. In order to incorporate the results, Philippine pop music bands like SB19 music video creators can consider focusing more on how to properly present the idol in the music videos. Emphasis on the style, attractiveness, and likeability of the celebrity in the music videos can be considered based on past studies like Khan & Lodhi (2016) and Hung (2020). Additionally, members of Philippine pop bands can become role models for the youth and inspire them to travel safely again once conditions allow.

Since the study mainly focused on the actual visitation of fans to South Korea, future researchers who would like to further enhance and develop the study can consider using potential visitation to analyze the willingness of the fans to travel to a country by simply watching the music videos of their idols. Future researchers can also conduct the study by choosing fandoms of other K-pop groups to be their research participants. As the study also accepted responses from Filipino fans residing outside the Philippines, using Filipinos residing within the country as sole respondents can also be considered, since having respondents from different environments can bring about different results. Establishing a certain location or community to conduct the research is also important to ensure that the result will be precise and accurate, and that the respondents will be properly represented in the study. Giving out survey questionnaires personally instead of posting the survey questionnaire on social media platforms can be done. Future researchers can also analyze other media contents of the artists like photoshoot sites, variety show location, or restaurants affiliated with the artists, instead of just focusing on a specific content. Most importantly, consider the time needed to locate respondents, gather their answers, and analyze the results before conducting the study.

## VII. ACKNOWLEDGMENT

First of all, we would like to thank our research professor, Dr. Jimford Tabuyo, for his guidance. He never failed to show up and answer our queries whenever we were in doubt. It was due to his advice that we knew how to conduct this research properly. We would also like to express our gratitude to our research adviser, Mr. Fulepro Alberto G. Madrilejos, MSHRM, for the supervision and patience he has given us as we worked on this paper. His willingness to help us and accommodate our requests gave us hope and his instructions allowed us to understand our study better. Despite the limited time we had together, he was able to demonstrate what it really means to be a teacher.

We also acknowledge our family and friends for the constant support and love that they have given us. We especially give thanks to our friend group, Hallu, for being with us in this journey and giving us their friendly wisdom whenever we needed it. S. V. Y. thanks her parents, Anna Vi and Stephen Ybera, for their unconditional love throughout this process. She would also like to thank her friends, Justine, Howard, Krizzia, and Jasmin, for being the first people who believed in her at the start of this project. G. M. G. thanks her family Eugenio Gepila, Gizelle Paredes, Moira Gepila and Marvin Gepila, for the kind cooperation and understanding throughout this process. D. A. P. thanks her mother, Eden Pito, for the continuous encouragement and financial support throughout this process. And lastly, we would like to thank our blockmates, BTM42, for their never-ending support.

## REFERENCES

- [1] Bae, E., Chang, M., Park, E., Kim, D. (2017). The effect of hallyu on tourism in Korea. *Journal of Open Innovation: Technology, Market, and Complexity*, 3(1), 22. <https://doi.org/10.1186/s40852-017-0075-y>.
- [2] Bang, Y., Joo, Y., Seok, H. & Nam, Y. (2021). Does K-pop affect Peruvians' Korean images and visit intention to Korea? *Current Issues in Tourism*, 3519-3534. <https://doi.org/10.1080/13683500.2021.1881451>
- [3] Byjus. (2020). Weighted mean formula. <https://byjus.com/weighted-mean-formula/>
- [4] Capistrano, E. (2019). Understanding Filipino Korean pop music fans. *Asian Journal of Social Science*, 47(1), 59–87. <https://doi.org/10.1163/15685314-04701004>
- [5] Chaddha, P., Agarwal, B., Zareen, A. (2021). A study of analysing the effect of celebrity endorsement on consumer purchase intentions: Indian Travel Service Industry. *Vidyabharati International Interdisciplinary Research Journal*, 13(1), 334-345. <http://www.viirj.org/vol13issue1/49.pdf>
- [6] Chen, X., Cheng, Z., Kim, G., (2020). Make it memorable: tourism experience, fun, recommendation and revisit intentions of Chinese outbound tourists. *Sustainability*. 12(5), 1904. <https://doi.org/10.3390/su12051904>
- [7] Corporate Finance Institute. (2020, May 25). Mean - Definition, how to calculate, and examples. <https://corporatefinanceinstitute.com/resources/knowledge/other/mean/#:~:text=The%20mean%20is%20the%20average,to%20as%20an%20expected%20value>
- [8] Corporate Finance Institute. (2021, June 8). Regression analysis - Formulas, explanation, examples and definitions. <https://corporatefinanceinstitute.com/resources/knowledge/finance/regression-analysis/>
- [9] Pek Yen Teh, & Hong Ching Goh. (2016, December). Does Korean drama have a real influence? an analysis of Malaysia outbound tourists to South Korea | 10.3727/109830416X14750895902882. DOI: <http://dx.doi.org/10.3727/109830416X14750895902882>.
- [10] Ghansiyal, A. (2021, January 19). How has the Korean wave influenced tourism in South Korea? *Travel Earth*. <https://travel.earth/influence-of-korean-wave-on-tourism-in-south-korea/>

- [11] Hanefors, M., & Mossberg, L. (2002). TV travel shows — A pre-taste of the destination. *Journal of Vacation Marketing*, 8(3), 235-246. <https://doi.org/10.1177/135676670200800303>
- [12] Hong, C. (2020, July 16). Korea Tourism Organization shares survey results about influence of k-pop on tourism. Soompi. <https://www.soompi.com/article/1413229wpp/korea-tourism-organization-shares-survey-results-about-influence-of-k-pop-on-tourism#:~:text=The%20survey%20found%20that%20K,artist%20selected%2C%20with%2036.1%20percent>
- [13] Hui, Y. & Yu, Z. (2021). Study on the influence of 'idol culture' on tourism motivation. *IETI Transactions on Economics and Management*, 2(1). DOI: [https://doi.org/10.6897/IETITEM.202103\\_2\(1\).0004](https://doi.org/10.6897/IETITEM.202103_2(1).0004)
- [14] Hung, K. (2020). Celebrity and influencer in a fan economy: unfolding the fans' roles in enhancing endorsement effects. *Multidisciplinary Perspectives on Media Fandom*, 323-340. <https://doi.org/10.4018/978-1-7998-3323-9.ch018>
- [15] Igno, J.M., & Cenidoza, M.C. (2016). Beyond the “fad”: understanding hallyu in the Philippines. *International Journal of Social Science and Humanity*, 6(9), 723-727. <http://www.ijssh.org/vol6/740-SH013.pdf>
- [16] Investopedia. (2020). Standard deviation. <https://www.investopedia.com/terms/s/standarddeviation.asp>
- [17] James, E. (n.d.). What is correlation analysis? definition and exploration. <https://blog.flexmr.net/correlation-analysis-definition-exploration>
- [18] Kay, A. (2006). Promoting tourism through popular music. *Tourism Culture & Communication*. 6. 209-213. <https://doi.org/10.3727/109830406778134126>
- [19] Kellaris, J. J. (2008). Music and consumers. *Handbook of Consumer Psychology*. p 837 – 856.
- [20] Khan, A. & Lodhi, S. (2016). Influence of celebrity endorsement on consumer purchase decision: a case of Karachi. *Imperial Journal of Interdisciplinary Research (IJIR)*, 2(1), 102-111. <https://doi.org/10.47851/naujocommed.v2i1.110>
- [21] Kim, M. (2004). Cultural proximity and the type of Korean television programs in Asian market. *Journal of Media Economics*. <http://citeseerx.ist.psu.edu/viewdoc/summary?doi=10.1.1.201.6371>
- [22] Kim, M. J., Lee, C.-K., & Jung, T. (2020). Exploring consumer behavior in virtual reality tourism using an extended stimulus-organism-response model. *Journal of Travel Research*, 59(1), 69–89. <https://doi.org/10.1177/0047287518818915>
- [23] Kim, S. (2021). Audience involvement and film tourism experiences: emotional places, emotional experiences. *Tourism Management*. 33(2). 387-396. <https://doi.org/10.1016/j.tourman.2011.04.008>
- [24] Kim, H., & Richardson, S., (2003). Motion picture impacts on destination images. *Annals of Tourism Research*, 30(1), 216-237. [https://doi.org/10.1016/s0160-7383\(02\)00062-2](https://doi.org/10.1016/s0160-7383(02)00062-2)
- [25] Kim, S., & Reijnders, S. (2017). Asia on my mind: understanding film tourism in Asia. *Film Tourism in Asia: Evolution, Transformation, and Trajectory*, 1-18. [https://doi.org/10.1007/978-981-10-5909-4\\_1](https://doi.org/10.1007/978-981-10-5909-4_1)
- [26] Kim, Y. H., Lee, D., Han, N. G., & Song, M. (2014). Exploring characteristics of video consuming behaviour in different social media using K-pop videos. *Journal of Information Science*, 40(6), 806–822. <https://doi.org/10.1177/0165551514551498>
- [27] Koreaboo. (2018). This BTS MV location has become a tourist hotspot every ARMY should visit. Koreaboo. <https://www.koreaboo.com/stories/bts-mv-location-become-tourist-hotspot-every-army-visit/>
- [28] Koreaboo. (2018). You can now take a selfie inside the iconic BTS “You Never Walk Alone” bus stop—here’s what you need to know. Koreaboo. <https://www.koreaboo.com/news/can-now-take-selfie-inside-iconic-bts-never-walk-alone-bus-stop-heres-need-know/>
- [29] Korea E Tour. (2019). On BTS footsteps : 30 places in Korea to walk on BTS path. Korea E Tour. <https://www.koreaetour.com/bts-shooting-places/>
- [30] Kpop Map. (2019). Locations where some of BTS MV’s have been filmed. Retrieved from <https://www.kpopmap.com/locations-where-some-of-bts-mvs-have-been-filmed/>
- [31] K.Z. (2019, December 22). Korea University professor estimates that BTS’s “Love Yourself: Speak Yourself” finale in Seoul made nearly 1 trillion won in economic impact. Soompi. <https://www.soompi.com/article/1372962wpp/korea-university-professor-estimates-that-btss-love-yourself-speak-yourself-finale-in-seoul-made-nearly-1-trillion-won-in-economic-impact>

- [32] Lashua, B., Spracklen, K., & Long, P. (2014). Introduction to the special issue: Music and Tourism. *Tourist Studies*, 14(1), 3–9. <https://doi.org/10.1177/1468797613511682>
- [33] Lee, C. & How, S. (2021). Hallyu tourism: impacts on inbound tourists to South Korea. *Current Issues in Tourism*. <https://doi.org/10.1080/13683500.2021.1924637>
- [34] Lee, S., Lee, W., Jeon, H., & Dallen, T. (2015). Understanding tourists' involvement with pop culture : a case of Korean pop music. *travel and tourism research association: advancing tourism research globally*. 17. <https://scholarworks.umass.edu/cgi/viewcontent.cgi?article=1134&context=tra>
- [35] Lee, S., Song, H., Lee, C.-K., & Petrick, J. F. (2018). An integrated model of pop culture fans' travel decision-making processes. *Journal of Travel Research*, 57(5), 687–701. <https://doi.org/10.1177/0047287517708619>
- [36] Lee, Y. (2021). Tourist behavioural intentions in ghost tourism: The case of Taiwan. *International Journal of Tourism Research*. <https://doi.org/10.1002/jtr.2456>
- [37] Li, M. (2019). Exploring short video application users' visit intention: applying the stimulus-organism-response model. *Asian Social Science*. 15. 8. <https://doi.org/10.5539/ass.v15n12p8>
- [38] Malik, M. E., Ghafoor, M. M., Iqbal, H. K., Ali, Q., Hunbal, H., Noman, M., & Ahmad, B. (2013). Impact of brand image and advertisement on consumer Buying Behavior. *World Applied Sciences Journal*, 23 (1), 117-122. <https://doi.org/10.5829/idosi.wasj.2013.23.01.824>
- [39] McCombes, S. (2019, May 15). Descriptive Research Design. Scribbr. <https://www.scribbr.com/methodology/descriptive-research/>
- [40] Mendoza, C. (2020, December 4). Examining the economic impact of BTS. *Borgen Magazine*. <https://www.borgenmagazine.com/examining-the-economic-impact-of-bts/#:~:text=BTS%20%26%20Tourism,tourists%20who%20visit%20South%20Korea>
- [41] Mehrabian, A.; Russell, J.A. An approach to environmental psychology; The MIT Press: Cambridge, MA, USA, 1974. (mehrabian, RUssel)
- [42] Mikhailitchenko, A., Javalgi, R., Mikhailitchenko, G., & Laroche, M. (2009). Cross-cultural advertising communication: Visual imagery, brand familiarity, and brand recall. *Journal of Business Research*, 62(10), 931-938. <https://doi.org/10.1016/j.jbusres.2007.11.019>
- [43] Naenbumrung, T. (2020). Travel behaviors and motivations induced by K-POP culture: A case study of Thai tourists travelling to Korea. *Suan Sunandha Rajabhat University*. <https://doi.org/10.13140/RG.2.2.19567.46242>
- [44] NAIK, K. (2020, November 18). A simple guide to stan Twitter. *The Teen Magazine*. <https://www.theteenmagazine.com/a-simple-guide-to-stan-twitter#:~:text=Stan%20Twitter%20is%20a%20whole,popular%20artists%20or%20artist%20groups>
- [45] Nettleton, D. (2014). Pearson correlation. *ScienceDirect.com | Science, health and medical journals, full text articles and books*. <https://www.sciencedirect.com/topics/computer-science/pearson-correlation#:~:text=The%20Pearson%20correlation%20measures%20the,meaning%20a%20total%20positive%20correlation>
- [46] Nguyen, M. A. (2020). Kpop's impact on tourists flow from Finland to Korea. *Haaga-Helia University of Applied Sciences*. <https://urn.fi/URN:NBN:fi:amk-2020081819782>
- [47] O'Connor, N., & Bolan, P. (2008). Creating a sustainable brand for Northern Ireland through film-induced tourism. *Tourism Culture & Communication*, 8(3), 147-158. <https://doi.org/10.3727/109830408786177515>
- [48] Oh, S., Ahn, J., & Baek, H. (2015). The effects of social media on music-induced tourism: A case of Korean pop music and inbound tourism to Korea. *Asia Pacific Journal of Information Systems*. 25. 121-143. <https://doi.org/10.14329/apjis.2015.25.1.119>
- [49] Rai, S.K., & Sharma, A.K. (2013). Celebrity attributes and influence on consumer behavior - A study of Shekhawati region of Rajasthan. *Pacific Business Review International*, 5(11), 57-64. [http://www.pbr.co.in/2013/2013\\_month/May/8.pdf](http://www.pbr.co.in/2013/2013_month/May/8.pdf)
- [50] Rajaguru (2013). Motion picture-induced visual, vocal and celebrity effects on tourism motivation: Stimulus organism response model. *Asia Pacific Journal of Tourism Research*, 19:4, 375-388. <https://doi.org/10.1080/10941665.2013.764337>

- [51] Rewtrakunphaiboon, W. (2017). Effects of frequency of viewing Korean film on preference for Korea and intention to visit Korea. Bangkok University International College. 83-96. <https://www.semanticscholar.org/paper/Effects-of-Frequency-of-Viewing-Korean-Film-on-for-Rewtrakunphaiboon/3a45c2ba22e087cd5cd3f143b68ac815c79142af>
- [52] Rewtrakunphaiboon1, W. (2020, June 24). Push factors of visiting Korean film locations | BU academic review. Thai Journals Online (ThaiJO). <https://so01.tci-thaijo.org/index.php/buacademicreview/article/view/222746>
- [53] Ryu, J., Capistrano, E. P., & Lin, H. (2018). Non-Korean consumers' preferences on Korean popular music: A two-country study. *International Journal of Market Research*, 62(2), 234-252. <https://doi.org/10.1177/1470785318796951>
- [54] Schubert, E. (2013). Emotion felt by the listener and expressed by the music: Literature review and theoretical perspectives. *Frontiers in psychology*. 4. 837. <https://doi.org/10.3389/fpsyg.2013.00837>
- [55] Scott, D., Lee, S., Kim, H. (2008). Celebrity fan involvement and destination perceptions. *Annals of Tourism Research*, 35(3), 809–832. <https://doi.org/10.1016/j.annals.2008.06.003>
- [56] Seo, J. & Kim, B. (2019). The “Hallyu” phenomenon: Utilizing tourism destination as product placement in K-POP culture. *Tourism Economics*, 26(4). <https://doi.org/10.1177/1354816619837111>
- [57] Seoul Korea Tour. (n.d.). Filming sites of BTS's music video and album photograph (BTS). Seoul Korea Tour. <https://www.seoulkoreatour.net/tour/real-fan-tour-bts/>
- [58] Seoul Metropolitan Government. (2019, September 11). Seoul tourism organization unveils Seoul tour promo videos featuring global superstars, BTS. Seoul Metropolitan Government. <http://english.seoul.go.kr/seoul-tourism-organization-unveils-seoul-tour-promo-videos-featuring-global-superstars-bts/>
- [59] Srinivasan, M. S., Srinivasa, S., & Thulasidasan, S. (2013, October). Exploring celebrity dynamics on Twitter. I-CARE '13: Proceedings of the 5th IBM Collaborative Academia Research Exchange Workshop. <https://doi.org/10.1145/2528228.2528242>
- [60] Tak, P., & Gupta, M. (2021). Examining travel mobile app attributes and its impact on consumer engagement: An application of S-O-R framework. *Journal of Internet Commerce*, 20(3), 293–318. <https://doi.org/10.1080/15332861.2021.1891517>
- [61] Tanimoto, L. (2017). J-pop and K-pop dance music videos: Japan in the face of Hallyu. The California State University. <https://doi.org/20.500.12680/kw52jb531>
- [62] Vernallis, C. (1998). The aesthetics of music video: An analysis of Madonna's 'Cherish'. *Popular Music*, 17(2), 153-185. <https://doi.org/10.1017/S0261143000000581>
- [63] Walk Into Korea. (2020, September 12). BTS stars in video promoting tourism in Seoul. Walk Into Korea. <http://www.walkintokorea.com/news/articleView.html?idxno=678>
- [64] Wang, F., Xue, T., Wang, T., Wu, B. (2020). The mechanism of tourism risk perception in severe epidemic - The antecedent effect of place image depicted in anti-epidemic music videos and the moderating effect of visiting history. *Sustainability*. 12. 5454. <https://doi.org/10.3390/su12135454>
- [65] World Tourism Organization (2014, July 30). Korea Tourism Organization (KTO) launches its new tourism brand image “Imagine Your Korea”. UNWTO. <https://www.unwto.org/archive/global/news/2014-07-30/korea-tourism-organization-kto-launches-its-new-tourism-brand-image-your-korea>
- [66] Wow Korea Supporters (2016, September 12). K-style hub - A hidden paradise for K-culture lovers. Wow Korea. <https://wowkorea-supporters.blogspot.com/2016/09/k-style-hub-hidden-paradise-for-k.html>
- [67] Yusriana, A., Muna, N., & Purnamasari, D. (2019). Emotional branding analysis for the Korean drama-based tourism locations. *Masyarakat, Kebudayaan dan Politik*, 32(4). <https://doi.org/10.20473/mkp.V32I42019.399-410>
- [68] Zhao, Z. (2021). Exploring the relationships between K-pop fans' identities and media consumption in web 2.0 era. MOspace Institutional Repository. <https://doi.org/10.32469/10355/85867>
- [69] Zhino, K. (n.d.). Behold the sights: BTS's MV film locations. Lemi. <https://lemiapp.com/lemi/behold-the-sights-btss-mv-film-locations>

## QUESTIONNAIRE

### Part A. Demographics

1. Name/Nickname \_\_\_\_\_
2. Age:
  - 18 - 20 years old
  - 21 - 25 years old
  - 26 - 30 years old
  - 31 years old and above
3. Sex (assigned at birth):
  - Male
  - Female
4. When did you become a fan of BTS?
  - 2013 - 2016
  - 2017 -2020
  - 2021 - 2022
5. Who is your BTS bias?
  - RM
  - Jin
  - Suga
  - J-hope
  - Jimin
  - V
  - Jungkook
6. What is your favorite BTS music video? \_\_\_\_\_
7. Have you visited South Korea?
  - Yes (next page)
  - No (automatically proceeds to “submit” button)
8. Have you visited a BTS- related location in South Korea?
  - Yes (next page)
  - No (automatically proceeds to “submit” button)
9. When did you visit South Korea?
  - 2015 - 2016
  - 2017 - 2018
  - 2019 - 2020
10. Have you visited any of the music video filming locations below? If yes, please select as many locations as applicable.
  - Gyeongjeong Beach (HYH: Prologue)
  - Nodeul Island (Run)
  - Mosun Aerodrome (Young Forever)
  - Saemangeum Land Bounty (Save Me)
  - Jumunjin Beach (Spring Day)
  - Iryeong Station (Spring Day)
  - Others: \_\_\_\_\_

### Part B. (Likert Scale: Strongly Agree- Agree-Disagree- Strongly Disagree)

- 1 - Strongly Disagree
- 2 - Disagree
- 3 - Agree
- 4 - Strongly Agree

#### Song effect

1. The melody of BTS’ songs in the music videos allows me to understand its message.
2. The vocals of BTS allows me to associate the setting to a particular mood or emotion.
3. BTS’ singing style matches well with the song in their music video.

#### Visual effect

1. I think that the setting of BTS’ music videos highlights the beauty of some locations in Korea.
2. I like how the location is portrayed in the music video.
3. I like the concept of the music videos.
4. I am impressed with how the filming locations were associated with the concept of the music videos.
5. The range of BTS music video concepts are wide.

### **Celebrity effect**

1. I find BTS attractive in their music videos.
2. I think that the music videos became interesting because of BTS' acting.
3. I am impressed with the activities done by BTS in their music videos.
4. BTS stands out so well in the music video.
5. BTS' fashion style is suitable with their music videos.

### **Appreciation**

1. I became interested in Korean Culture after watching music videos.
2. I feel glad when I think about South Korea after watching the music videos.
3. Music videos made me become enthusiastic about traveling to South Korea.
4. Watching music videos made me want to travel to Korea in the near future.
5. Music videos allow me to enjoy the beauty and grace of K-pop.
6. Watching music videos made me realize that K-pop is a form of art.
7. Watching music videos gives me a break from life's hassles.
8. Watching music videos makes me want to meet other fans and be friends with them.
9. Watching music videos increases my self-esteem.
10. After watching music videos, I purchased BTS' albums.

### **Visitation**

1. My itinerary in South Korea includes the locations that appeared in BTS' music videos.
  2. I was excited to be able to be at the filmed locations of BTS music videos in person.
  3. I experienced the scenery featured in BTS' music videos.
- I relived the scenes presented in BTS' music videos

