

The starting point for Hallyu is considered to be the end of the 20th century when, in the midst of an economic crisis, an alternative idea emerged in the country to focus not on industrial development but on attracting investments in the high-yield entertainment industry. The idea proved quite successful. Within a couple of years, neighboring countries became interested in Korean dramas (dramas) and pop music. This phenomenon was dubbed the "Korean Wave." In the 2000s, it broke beyond Asian countries and conquered Europe, Russia, and America.

Initially, South Korean dramas began to be exported to the international market. Then the use of Samsung's technological tools gained widespread popularity worldwide. While these events were unfolding in the early 2000s, the South Korean government realized this economic-cultural development and began striving to turn this effect into "soft power."

Hallyu is a national project, and thanks to government support and savvy marketers, it exists to this day and brings unimaginable revenue to the country's treasury. And this is just the beginning; South Korea has no intention of stopping at what has been achieved.

The context of K-Pop development and its significance for global culture are linked to its popularity. It is worth noting that the South Korean government recognizes the opportunities offered by this musical genre and seeks to create an image of a country fully integrated into global society. This approach to using music within the state development strategy has accompanied South Korea for many years.

Until 1987, there were only two state-controlled broadcasting television networks. This lack of diversity meant that government officials had power over the music industry, using censorship to ensure compliance with their policies and control over state culture. Currently, the government supports K-pop, leading to controversial practices in recruiting and promoting K-pop artists.

In a report by the Samsung Economic Research Institute, the Korean Wave is seen as a tool for engaging foreigners in buying Korean goods. Initially, foreigners become consumers of dramas and music (for example, in 2005, Russia and Egypt were included at this stage). Then they buy accessories, clothing, cosmetics, and visit Korea (Japan, Taiwan, Hong Kong), at the third stage they purchase Korean electronics and household items (China, Vietnam), and then prefer Korean lifestyle and culture (Thailand).

The "Korean Wave" also acts as a multiplier effect: as this sphere develops, other sectors of the economy also grow. In popular Korean dramas, product placement is actively used, one of the techniques of subtle and unobtrusive advertising, which involves showcasing a product as a prop or mentioning it in a positive light. Samsung often utilizes this method, with its technology and phones appearing as props in almost all Korean series. This fact positively impacts the demand for this company's products. Additionally, main characters in series often inadvertently show viewers their skincare cosmetics, the popularity and demand for which have soared in recent years. The world has recognized the quality of this cosmetics, positively impacting the profits of Korean companies annually.

It is also worth noting that thanks to the "Korean Wave," tourist arrivals in the country have also increased. According to the World Tourism Organization (UNWTO), the number of arrivals in South Korea in 2018 reached 15.3 million tourists, which is 15.1% higher than in 2017.

In its report, HRI provides data that in 2017, 7.6% of foreign tourists (796,000) visited the country under the influence of BTS. Additionally, the Korea Tourism Organization conducted a survey asking foreign respondents about the most popular place in South Korea. As a result, 5 places were associated with this group. This fact is remarkable because it is rare to find a country in the world where tourism growth occurs not due to attractions, but due to a specific group of people. And how many similar travelers have visited the country thanks to other musical performers or Korean dramas.

**Conclusion.** Thus, it can be concluded that the "Korean Wave" is a unique phenomenon of modern times that positively impacts the economy and tourism of the country annually. There is hardly another country in the world that has transformed its culture into a new form of tourism.

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The earlier hypothesis that the "Korean Wave" acts as a multiplier effect towards the economy and serves as a catalyst for the growth of tourist arrivals in the country has been partially supported by statistical data. Further research in this area can be continued.