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ВЛИЯНИЕ «КОРЕЙСКОЙ ВОЛНЫ» НА ЭКОНОМИКУ И ТУРИЗМ ЮЖНОЙ КОРЕИ

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Аннотация. В статье рассматривается влияние так называемой «корейской волны» на экономику и туризм Южной Кореи. В статье анализируются тенденции в культурных индустриях страны, включая музыку, кино, моду и кулинарию, а также их влияние на туризм и инвестиции. Рассмотрены государственные меры по стимулированию развития индустрии культуры, а также перспективы дальнейшего роста экономики и туризма под влиянием этого явления.

Ключевые слова: корейская волна, экономика, туризм, Южная Корея, K-pop.

INFLUENCE OF THE "KOREAN WAVE" ON THE ECONOMY AND TOURISM OF SOUTH KOREA

Abstract. The article examines the impact of the so-called "Korean wave" on the economy and tourism of South Korea. The paper analyzes trends in the country's cultural industries, including music, film, fashion and culinary, and their impact on tourism and investment. State measures to stimulate the development of cultural industries are considered, as well as prospects for further growth of the economy and tourism under the influence of this phenomenon.

Keywords: Korean wave, economy, tourism, South Korea, K-pop.

Research Subject: influence of Korean pop art on economy of South Korea.

Research Object: Korean pop and Korean drama (K-pop and K-drama).

Research Goal: to examine the reasons of K-pop popularity and its influence on South Korean economy.

Research Objectives: study and analysis of the phenomenon of "Korean wave" and its influence on world culture; assessing the impact of the Korean Wave on the South Korean economy, including the entertainment, fashion, cosmetics, etc. industries; analysis of the impact of the Korean Wave on tourism in South Korea: influx of tourists, popular tourist destinations, economic effect.