Abstract

In the past ten years, popular culture has developed rapidly and has a huge influence. In Asia, popular culture has become the main reason for people to travel, and even affect people's psychology and behaviour. According to previous literature, there is a lack of research on the impact of popular culture on Asians and Asian tourism. This thesis studies the differences between culture and popular culture, and through self-experience and qualitative data collection, research and analysis of people's views on popular culture triggering tourism. Interview was conducted with 10 respondents from Asia, and realized that the interviewees mainly believe that popular culture is a trend at a specific time. During the interview, Korean popular culture became the example mentioned by most interviewees. According to the respondents' experience, they used to travel because of popular culture, and agreed that popular culture motivates people to travel, which has a certain impact on Asian tourism. In addition, Korean popular culture not only has a significant impact on Korean tourism, but also Asian tourism industry. They also believed that people's enthusiasm for popular culture affects the performance of local tourism.

Keywords: