

Empirical Analysis of Visitor's Behavior on Filming Location -Focused on Filming Location 'Introduction of Architecture' in Jeju Special Self-Government Province

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1. Introduction

Local governments are actively attracting film and drama locations as a means of place marketing (Tae-Won Park and Myeong-Cheol Lee, 2011). The cause of this phenomenon lies in the strong ripple effect of stories. Well-made stories give birth to a wide variety of products and are used in convergent and complex ways in various areas. For empirical analysis in this study, such research methods as frequency analysis, factor analysis, and regression analysis were used. For analysis software application, the statistics package PASW 18.0 was used. A questionnaire survey was conducted using the random sampling method among the non-probability sampling methods. In addition, behavior analysis and in-depth interview were used.

The reasons for the target site are as follows: First, it was the main location of the film and played a critical role as metaphor of the two main characters' first love, which would give an uncommon image to the viewers. Second, the film was a box office heat with over four million viewers. Third, it is a for-profit property that is directly managed by Myung Films Foundation and as such, their effort to maximize the location would be stronger than others. Four, the natural scenery is excellent, which enhances the possibility of overcoming the time limitation of the story and making the location a tourist attraction that is steadily visited by people.

2. Analysis Results and Interpretation

The survey was conducted for visitors of Seo-yeon's House, a filming location of Architecture 101, twice between March 14 and 16, and between March 21 and 23. 250 questionnaires were collected and 237 questionnaires were used excluding 13 insincere ones. There were more female respondents than male, and the reason for this result seems to be that most same sex friends who visited the location together were female. The largest age group was 30s followed by 20s. Most visitors came by private cars. Although the location was on the Olle Trail Course no. 5, there were few pedestrian visitors. The percentage of lovers and married couples were very high in the companions of visitors and the percentage of two or more same-sex friends was also high.

For the motivation of visiting the location, the largest number of visitors voluntarily searched and visited the place. About 30% of the survey respondents replied that they decided to come to Jeju Island to visit Seo-Yeon's House. This suggests that even though the location has a locational limitation as an island, there are considerable number of people who come to Jeju Island with the main purpose of visiting this location. Over 70% of the respondents had visited other locations of films and dramas, which suggests that filming locations are regarded as tourist attractions.

The factors of visiting the filming location were (1) experience, (2) differentiation, (3) continuity, (4) sympathy, and (5) connectivity in this order. For the effect on return visits, visiting satisfaction played a critical role. To interpret this, the largest reason for visiting a filming location is the desire to make real and concrete a fictional place to which a story has been projected. In other words, for these visitors, the most important factor is to walk the physical space where the characters walked, watch the scenery that was projected on the screen, and experience the images of the place that appeared in the film.

The desire for experience that determined their visit was also the most important factor that directly influenced return visit. Therefore, the programs and atmosphere for experiencing the scenes in the film could induce continuous visits. One singular point is that the local connectivity which did not directly influence first visit had direct influence on return visit. This suggests that if tourist attractions and tourist infrastructure with high potential are developed in the surroundings, they are likely to visit there again even if they are not the main destination.

[Table 1] Factor analysis results

Assortment	mean	Contents of Question	Ingredient
experience	3.72	Walk in the film actually wanted to see the roof of the lawn	.851
		The view is beautiful and the film projected in	.795
		Like the main character in the movie lying on the lawn of the roof I wanted to	.752
substantiality	3.26	Feature films in the space (pond) I want to actually see	.819
		Props that were used in the film might be able to actually see	.718
differentiation	3.04	Location is another film where reality and startled	.824
		Film locations is a common tourist destination and one I think is the discriminatory	.772
		In fact, I wonder how different the film and the shooting scene	.733
		Media (internet, TV) and came up with interesting acquaintance	.645
		Atmosphere in the film (take advantage of a large poster) I want to feel again	.499
sympathy	2.75	Film in specific spaces (alleys, etc.) stand out memories of the past stand watching	.858
		particular action scene in the film, as if slipping my past	.810
		Past, current lover, a couple stand out and stand the aetethan remember	.774
connectivity	2.63	Pyeonhaeseo traffic is easier to move to the next destination	.840
		Location In addition to the many attractions to be seen in close	.769
		Around the accommodation (hotels, guest houses, etc.) and various	.765
		Visit Jeju-do determine that the reason itself	.547

3. Conclusions

Seo-yeon’s House which is the target site of this study succeeded in attracting many people’s visits because the story of first love was sympathized by many viewers. If a noted film is a well-made film that is talked about and remembered by people for a long time, Architecture 101 has sufficient potential to become one. However, it remains to be seen whether Seo-yeon’s House could become a tourist attraction that is remembered for a long time and sustains steady visits.

Therefore, it is essential externally to look at the additional development of surrounding tourist attractions and connectivity with existing resources from the viewpoint of urban planning and property development by making use of the attraction factors from the success of a film, while internally developing experiential programs that can induce continuous visits. For this purpose, film makers and venture capitals need to interact with urban planning, property, and architecture experts at the planning stage of a film in order to maximize the value of locations. Furthermore, the possibility of a filming location to become a full-fledged tourist attraction beyond the simple space and place will increase if the location is strategically developed and activated through the cooperation between the developer and the village residents.

4. References

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