

ANNEXE I

Items comprising the questionnaire scales

Cognitive image of the destination

- South Korea has an interesting cultural heritage.
- The people of South Korea seem friendly and welcoming.
- South Korea seems like a modern and technologically advanced country.
- South Korea is perceived as a safe destination.
- South Korea has good urban infrastructure and transport links.
- South Korea offers a varied and high-quality cuisine.
- South Korea has good-quality accommodation.
- South Korea offers good shopping opportunities.
- South Korea has historical and cultural attractions.
- South Korea offers good value for money.

Affective image of the destination

- I find South Korea an exciting country.
- I find South Korea pleasant.
- South Korea gives me a sense of tranquillity.
- I find South Korea an interesting place.
- I find South Korea stimulating and different.
- I feel emotionally drawn to South Korea.
- South Korea arouses my curiosity and desire to learn more about its culture.

Conative image of the destination

- I would like to visit the locations featured in *Squid Game* in person.
- I would like to watch more audiovisual content set in South Korea.

Engagement with the series Cognitive Engagement

- Whilst watching *Squid Game*, I was completely absorbed in the series.
- The series held my attention from start to finish.
- I thought a great deal about the themes explored in *Squid Game*.
- I was keen to understand the messages and meanings behind the series.

Affective Engagement

- I felt excited whilst watching *Squid Game*.

- I was moved by the characters and what happened to them.
- The series evoked intense feelings in me.
- I felt emotionally invested in the plot.
- I enjoyed watching *Squid Game*.

Conative Engagement

- I have spoken to other people about *Squid Game*.
- I have looked for further information about the series or its filming locations.
- I have shared content or comments about the series on social media.
- I have recommended *Squid Game* to other people.

Intention to visit

- I intend to visit the places featured in the series.