

# MICE Hotel & Tourism Management

## I Educational Goal

Amid the recent rapid globalization era, the importance of international cooperation is becoming more emphasized, and the importance of the MICE industry and hotel tourism industry, which promote mutual understanding and exchange of economy, society, culture, and technology, is increasing at the national level. Therefore, this course aims to cultivate high-quality human resources in the MICE industry and hotel tourism industry according to social and industrial demand.

※ MICE Hotel & Tourism Management

MICE Hotel & Tourism Management is a course that systematically educates detailed fields such as international conferences, international exhibitions and fairs, hotels, tourism, dining, travel, aviation, planning, operation, marketing, and overall management.

## II Educational Objective

### 1) The master's course

- ① Acquire theoretical knowledge about subdivided convention management, hotel management, tourism management, and food and beverage management from MICE Hotel Tourism.
- ② By cultivating the ability to specifically collect, analyze, and statistically process all data related to MICE hotel tourism, it enhances the qualities required as a professional manpower.
- ③ Cultivate the basic ability to write and analyze papers.

### 2) The doctor's course

- ① MICE Hotel tourism knowledge can be further deepened through theoretical analysis.
- ② By cultivating the ability to specifically collect, analyze, and statistically process all data related to MICE hotel tourism, it enhances the qualities required as a

professional manpower.

- ③ Cultivate the basic ability to write and analyze papers.

### III List of Full-time Faculty

Name	Position	Degree(University)	Field of Instruction	Area of Research
Yoon, Seung Hyun	Professor	PhD/Kyunghee University	Convention/Exhibition	Convention/Exhibition
Lee, Jun Jae	Professor	PhD/Kyunghee University	Hotel/Tourism /Foodservice	Hotel/Tourism /Foodservice
Han, Hak-jin	Professor	PhD/Sejong University	Convention/Tourism	Convention/Tourism
Won, Yu Suk	Professor	PhD/Kyonggi University	Hotel	Hotel
Kim, Joohyang	Professor	PhD/Kyunghee University	Foodservice	Foodservice
Lee, Sang-Min	Professor	PhD/Kyunghee University	Tourism/MICE/Hotel	Tourism/MICE/Hotel
Kim, Dong-Han	Professor	PhD/Kyunghee University	Tourism/MICE/Event	Tourism/MICE/Event
Chung, Ung-Young	Professor	PhD/Sejong University	Hotel/Foodservice	Hotel/Foodservice

### IV Course Description

□ TM 601 - Tourism Industry Research

This subject teaches general and practical knowledge of the domestic and foreign tourism and leisure industries based on the theoretical and academic concepts that are the basis of the tourism industry. Therefore, it is a subject necessary to understand the tourism industry and domestic and foreign trends through the acquisition of overall knowledge about the tourism industry. This course will provide students with an overall knowledge of tourism and an eye for the future.

□ TM 602 - Convention Management

This subject is designed to provide a comprehensive introduction to the convention industry. This course teaches the overview of conventions, including meetings, exhibitions, incentive tours, and events, from a theoretical and practical perspective,

and learns the roles and practical examples of convention industry stakeholders such as organizers, convention bureaus, convention centers, local governments, hotels, and travel agencies.

□ TM 603 - Hotel Organization Management

This subject acquires organizational specificity and understanding for organizational and efficient management of hotel management and professional knowledge in actual work, and at the same time learns theoretical and practical systems for common factors such as hotel organization, room management, restaurant management, hotel cost management, and hotel accounting.

□ TM 604 - Field Survey and Analysis of MICE

This subject aims to learn more reasonably research and study a large amount of information generated from complex diversity in all areas, including conventions, to cultivate the ability to write reports through data collection and processing. In particular, this subject is learned through the execution of the statistics package SPSS program based on computer analysis. The basic knowledge and statistics of computers are essential matters of survey methodology.

□ TM 701 - International Exhibition Management

This course analyzes the exhibition industry and domestic and international trends and in-depth analyzes the theory, methodology, practical processes, and international exhibitions necessary to attract and operate exhibitions including fairs. In particular, this course provides students with a new perspective on the exhibition industry by comparing domestic and foreign cases and learning.

□ TM 702 - Contract of Convention

Based on the general theory related to contracts, this subject focuses on improving practical skills by understanding contract theories and examples applied to the convention sector and practically applying them to conventions, exhibitions, and incentive tours.

□ TM 703 - Festival Event Planning

This course aims to systematically understand the mechanisms and value creation processes of festival events, basic theories and operation methods, and acquire practical knowledge among the event industry fields. In addition, through this course, students will recognize the concept and method of creating added value through festival events.

□ TM 704 - Travel Agency Management Strategy

This course allows travel, travel agencies, travel products, and travel agency practice to be systematically and comprehensively recognized in terms of management and practice, recognizes the role of travel guides, and acquires the overall knowledge necessary for immigration-related work and travel agency management.

□ TM 705 - Service Marketing Strategy

Based on the concept of service industry marketing, this subject understands and applies marketing theories and cases applied to the MICE industry service field. From the perspective of marketing decision-making, the study focuses on market segmentation strategies, product strategies, sales promotion strategies, distribution strategies, price strategies, and market research and marketing information systems.

□ TM 706 - Restaurant Management Research

This subject aims to cultivate the ability as a manager required by hotel restaurants. Learn courses ranging from restaurant menu planning, cost management, menu planning, cost control, F&B food material purchase, cooking, service practice, work maintenance and arrangement, restaurant marketing, restaurant design and evaluation.

□ TM 707 - Hotel Projector

This subject aims to study start-up analysis techniques that researchers studying hotel start-ups and related fields must learn, recognize management as a growth strategy, and cultivate the ability to learn and apply the method and operating system. The world is being grouped into one market sphere, a single economic system. With the rapid and complete opening of the market, companies' competitors are expanding to the world. As this phenomenon progresses, the establishment and operation of hotel companies require expertise.

□ TM 708 - International Tourism

The overall content of the composition of international tourism, such as the basic theory of international tourism, the target of international tourism, international tourism projects, and international tourism policies, is educational. In order to foster international tourism professionals necessary for the era of multinational tourism organizations based around the world, the emphasis is also placed on cultivating an international sense.

□ TM 709 - MICE Marketing

Based on the concept of general marketing, this subject understands and applies marketing theories and cases applied to the MICE field. From the perspective of

marketing decision-making, the study focuses on market segmentation strategies, product strategies, sales promotion strategies, distribution strategies, price strategies, and market research and marketing information systems.

□ TM 710 - Tourism Law Explanation

This subject understands and studies the contents of laws related to the tourism industry, such as the Framework Act on Tourism, the Tourism Promotion Act, and tourism-related laws and regulations and enforcement regulations.

□ TM 711 - MICE Tourism Development Strategy

Based on the general concept of tourism development, this subject understands and applies tourism development theories and cases applied to the convention field. Through this subject, students will be able to understand tourism development plans that can expand the attraction of participants such as conventions and exhibitions.

□ TM 616 - Service Management Strategy

Based on an understanding of the concept and characteristics of the service, the subject aims to systematically analyze and grasp a series of service product management processes such as higher-level quality improvement, development, management, and evaluation of the service. Recognize the importance of services in the MICE field as a human industry, identify and analyze the actual conditions of existing studies and phenomena, and cultivate application capabilities to adapt to reality.

□ TM 713 - Resort and Club Management

This subject researches and analyzes the feasibility study, development program, general member principles by resort type, characteristics of development, management program, and business strategy for resort development. It also studies the form, type, and management techniques of the club.

□ TM 714 - Tourism Economics

This subject aims to analyze the demand and supply of tourism, identifies economic and trade interactions between local countries and international countries surrounding the tourism industry, and studies the benefits of tourism to the national and regional economies.

□ TM 715 - Event & Convention Management

This subject aims to study theories, planning, and success story analysis related to event management and convention industry. In addition, this course aims to systematically understand the mechanisms and value creation processes of festival events, basic theory and operation methods, and acquire practical knowledge among

the event industry fields. Through this process, students will recognize the concept and method of creating added value through festival events.

□ TM 716 - Foodservice Industry Research

This course focuses on the overall status of the restaurant industry, the concept of dining out, industry problems, and menus necessary to operate the restaurant industry, personnel management, marketing, finance, food material management, and franchising to systematically cultivate the basic knowledge and skills required from the perspective of managers.

□ TM 717 - Foodservice Establishment Project

This course aims to research the techniques of project feasibility research and analysis, planning, and project management for the development of restaurant businesses, and efficient performance and project management techniques in the project basic plan and project execution process.

□ TM 718 -MICE Information Communication

This course aims to apply theoretical knowledge to MICE industry based on theoretical research on the importance of information flow, users' information collection behavior, and the importance of MICE resource commentary in the MICE industry is studied.

□ TM 719 - Convention Bidding & Negotiation

This course is a subject that learns the process of attracting conventions based on negotiation theory, and aims to cultivate students' negotiation skills by learning mature negotiation techniques and negotiation strategies by analyzing the goals and processes of various negotiations.

□ TM 720 - International Meeting Seminar

This subject teaches the basic concepts of international conference management, identifies trends in international conferences at home and abroad, and teaches theories and methodologies necessary to operate international conferences. In particular, by comparing and analyzing various cases at home and abroad, students are presented with a global trend and a new perspective on international conference management.

□ TM 721 - Hotel Strategy of Management Seminar

This course aims to acquire the theoretical and academic basics of hotel management and professional knowledge in actual work, and at the same time learn theoretical and strategic management of factors common to each field, such as hotel organization, room management, restaurant management, hotel cost management,

and hotel accounting.

□ TM 722 - Cultural Tourism Policy Seminar

Cultural tourism is a form of tourism that utilizes cultural resources. The essence of tourism is cultural behavior, cultural contact, and the tourism industry or ultimately an industry that seeks economic development through promoting cultural exchange. Therefore, this subject aims to approach practical approaches through seminars on the current status and related laws and regulations related to Korean and global policies related to culture and related laws and regulations.

□ TM 723 - Foodservice Management & Consulting

This course focuses on the overall status of the restaurant industry, the concept of dining out, industry problems, menus necessary to operate the restaurant industry, personnel management, marketing, finance, food material management, and franchising to systematically cultivate basic knowledge, practice, and consulting required from the manager's point of view.

□ TM 724 - Studies in Management & Economics Theory

This course introduces various management theories and examines the appropriateness of related research topics-theoretical background and hypothesis development applying management theory. In the process of preparing for a master's thesis, the main purpose is to help provide basic knowledge of various management theories required as theoretical grounds and backgrounds.

□ TM 725 - MICE Management Seminar

This subject discusses the applicability of management theory in the MICE sector, such as exhibitions and conventions, and draws, analyzes, presents, and discusses cases in the MICE industry. Through this, the factors of success and failure of the MICE industry are identified to cultivate expertise related to the MICE industry.

□ TM 726 - MICE Consumer Behavior

This course aims to understand MICE consumers' behavior in the market, study how they reach purchase decisions, and further learn how marketers can influence such decisions. In the process, knowledge of the related theories of social science that are the basis for understanding consumer behavior is acquired.

□ Research for the Master's Degree I

□ Research for the Master's Degree II

□ Research for the Doctoral Degree I

□ Research for the Doctoral Degree II

□ Research for the Doctoral Degree III