

Special Topics in Tourism Industry Management 1

Elective 2 credit
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1. Course Description

In this course, students will understand the concepts and methods of facility management and asset management based on business administration theory. Then, case studies will be conducted on tourism facilities such as hotels and theme parks. When conducting case studies, students will work individually or in groups to summarize, present and discuss their research.

In this course, students will also learn how to research tourism and what to identify. For this purpose, we will read and introduce literature, guide fieldwork for those who wish, and learn how to summarize research and write reports, which will lead to "how to write a dissertation. In addition, practitioners in the tourism field may be invited as external lecturers to give lectures.