

Special Topics in Tourism Industry Management 2

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Elective 2 credit

1. Course Description

In this special lecture, we will understand the concepts & methods of facility management and asset management based on business administration theory. After that, we will pick up appropriate tourist facilities (hotels, theme parks, etc.) and conduct case studies. When conducting a case study, the research content is summarized, presented and discussed individually or in groups.

Also, in these special lectures I&II, you will learn how to investigate tourism and what to clarify. For this purpose, I would like to connect to "How to write a master's thesis" by reading and introducing the literature, teaching fieldwork to those who wish, and learning how to organize research and create reports. In addition, a practical experts in the field of tourism may be invited as guest speaker.