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UNVEILING THE ANATOMY OF TOURISM

Global Collaborative Summer Program
Kyung Hee University
Seoul, Korea
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INTRODUCTION

This course will introduce tourism as a social phenomenon, from the anthropology, K-pop, and to the key practical debates of sustainable development: tourism ecosystem has changed steeply over the last decade with the technological development and an ever increasing concern for the environment. This course includes a combination of lectures and debate. Students must be prepared to discuss and share their ideas raised by the lectures and readings.

Class Participation Students are required to participate in class discussions that could help to reinforce the content and enhance an interactive and engaging learning atmosphere. This includes role-play exercises, small group discussions, whole group discussions, debate (20%)

Assignments Each student has individual and group assignments: case study (group oral presentation, 30%), destination marketing reports (individual written paper, 30%)

COURSE SCHEDULE

Chapter 1	Introduction to Tourism	
Week 1-1	The Nature and Characteristics of the Tourism Industry	
Week 1-2	History and Development	
Week 1-3	Anthropology of Tourism	
Week 1-4	Cultural Tourism	
Chapter 2	Tourism and Story	
Week 1-5	Transformation of Korea Tourism	
Week 2-1	K-pop into Tourism	
Week 2-2	Effective Storytelling in Tourism	<i>group presentation</i>
Week 2-3	The Art of Destination Marketing	<i>group presentation</i>
Chapter 3	Current Issues in Tourism	
Week 2-4	Urban Regeneration Projects	<i>group presentation</i>
Week 2-5	Over-Tourism	<i>group presentation</i>
Week 3-1	Inspiring Tourism for SDG and SSE	

Chapter 4

More Attractions Ahead

Week 3-2

When Information System Meets Tourism

Week 3-3

SNS and Smart Tourism

Week 3-4

Beyond Tourism

report due end of this week

Week 3-5

Individual Assignment Reports and Course Review