

A NEW APPROACH TO TOURISM IN THE AGE OF SUSTAINABILITY

Global Collaborative Summer Program
Kyung Hee University, Seoul, Korea

INTRODUCTION

Attendance requirements Students must attend lectures more than 70% (11/15) to receive credits for the course (20%)

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 assignments: giving oral presentation and leading discussion (30%) and tourism marketing report (30%)

COURSE SCHEDULE

Chapter 1

Introduction to Tourism

Week 1-1 An Overview of Tourism History
Week 1-2 The Nature and Characteristics of the Tourism Industry
Week 1-3 The Paradigm Shift in Tourism
Week 1-4

Chapter 2

Sustainable Destination Development

Week 1-5 Cultural Tourism
Week 2-1 Pop Culture Tourism
Week 2-2 Effective Storytelling
Week 2-3 Destination Marketing and Branding

Chapter 3

Smart Tourism and Sustainability

Week 2-4 4th Industrial Revolution and Tourism
Week 2-5 Sharing Economy
Week 3-1 Smart Tourism City

Chapter 4

Current Issues in Tourism

Week 3-2 Regional Revitalization
Week 3-3 Over-Tourism
Week 3-4 Inspiring Tourism for SDG and SSE
Week 3-5 Individual Assignment Reports and Course Review

report due end of this week