

2019학년도 2학기 강의계획서

■ 교과목 안내

교과목명	INTERNATIONAL TOURISM & CULTURE(영어강의)			교과목코드	32276-01		
개설대학명	경영대학			개설학과(전공)	관광경영학전공		
이수구분	전공선택			학점	3		
융복합구분		해당주차수	0	인증구분(공학인증)		설계학점	0
산업화구분		담당교수	Torres, Arnelyn Manaluz	강의시간	화16:30~17:45 목12:00~13:15(의B19)		
전화번호				E-Mail			
수강대상	관광경영학전공 4년			면담시간			
강의실				담당교수 연구실			
강의소개 동영상				홈페이지/SNS			

■ 핵심역량과 본 교과목의 연관성(매우연관, 연관, 연관없음)

특성	핵심역량	연관성	특성	핵심역량	연관성
도전적 개척정신	도전정신	연관없음	국제적 문화감각	외국어구사 능력	매우연관
	환경적응역량	연관없음		문화적 포용력	매우연관
윤리적 봉사정신	감성역량	연관없음	창의적 전문성	종합적 전문지식	연관없음
	윤리적 가치관	연관		문제해결 능력	연관

■ 교과목개요

Understanding of tourism and culture as an inseparable part of international economic relations, important factors of economic development in different countries of the world, factors that implicate inter-cultural dialog and support world peace. Upon successful completion of this course, students will be able to analyse international tourism and culture and to use the knowledge of analyses of individual markets for infiltration strategy to these markets. Students will get the knowledge about tourism and cultural development in respective world tourism regions.

※ 교과목개요 추가 설명

■ 교육목표

Course Objectives

At the end of the semester, students are expected to:

To understand the dimensions of the relationship between culture and tourism as well as the particularities of this segment and the implications of its development as it is based on resources of tangible and intangible values.

To understand the relationship between tourism and cultural management, and how both processes lead to the development of competitive cultural touristic products, targeted to meet growing demand.

To understand the nature of cultural tourism products and the need to plan their development and manage their impacts on a sustainable and efficient manner.

■ 교수법

- | | | | |
|--|---|---|---|
| <input type="checkbox"/> 강의, 토론, 발표 | <input checked="" type="checkbox"/> CBL(Case Based Learning) | <input type="checkbox"/> TBL(Team Based Learning) | <input checked="" type="checkbox"/> AL(Action Learning) |
| <input type="checkbox"/> Team Teaching | <input checked="" type="checkbox"/> PBL(Problem Based Learning) | <input type="checkbox"/> BL(Blended Learning) | <input type="checkbox"/> 기타 |

■ 장애학생 학습지원

수강등록한 장애학생을 위한 개별상담, 평가, 과제 및 수업지원

예 아니오

■ 수업진행

1. Use of smartphone for a personal call, messaging or playing games is highly discouraged. Smartphones can only be used as a dictionary or classroom activities that will require the use of it.
2. Do not leave the class at any time without your professor's permission unless it is an emergency or if you are suddenly very sick.
3. If you are late you will be marked late (3 times late is equal to 1 unexcused absence).
4. Korean should not be spoken in a loud manner during the instructional time. It is understood that there are times when Korean translation is necessary in order to comprehend a situation that is unfamiliar. However, please first ask your instructor if it's "ok" to translate.
5. No laughing at other students when they are trying to speak English.
6. No food or drinks are allowed in class.
7. Cheating in any form is highly discouraged.

■ 수업교재/관련자료

-World Tourism Organization (UNWTO) <http://www2.unwto.org/>
-J. Christopher Holloway, Neil Taylor (2006) The Business of Tourism, Financial Times Prentice Hall
-Hanley, K. y Walton, J. (2010). Constructing cultural tourism: John Ruskin and the Tourist Gaze. Bristol, UK: Channelview Publications.

■ 학습평가

항목	출석	정기시험 (기말시험)	중간시험 (수시)	과제				합계
평가점수 (만점)	10	30	30	30				100
반영비율 (%)	10.00	30.00	30.00	30.00				100

※ 학습평가 추가 설명

■ 필요사항/선수과목

Basic conversation skills in English. Basic writing skills in English, including grammar and mechanics, computer skills, including the ability to create PowerPoint presentations or Prezi, communicate via email and use the Internet.

■ 교과목활용

Students can have a view of what is going on within the industry, how it has changed, how the business environment has affected the tourism-related business. Moreover, students will be able to evaluate the impact of these changes. They can also learn from other countries experiences by gathering their own cases, materials and by listening to others presentation in class. Thus, they can generate insights and contribute to tourism development in their own area.

▣ 강의계획

1주차	Course Syllabus Presentation Self Introduction Course Syllabus Presentation Classroom Rules	
		교육내용이 융복합에 해당될 경우 Y
	첫째 시간	
	둘째 시간	
	셋째 시간	
	넷째 시간	
2주차	Historical background of cultural tourism Evolutionary processes of the tourism industry specifically cultural tourism Characteristics of today' s tourism industry with the historical factors that have allowed its development Current characteristics of the cultural tourism market	
		교육내용이 융복합에 해당될 경우 Y
	첫째 시간	
	둘째 시간	
	셋째 시간	
	넷째 시간	
3주차	The nature of cultural tourism: Classification and niches Cultural tourism subsegments and its characteristics	
		교육내용이 융복합에 해당될 경우 Y
	첫째 시간	
	둘째 시간	
	셋째 시간	
	넷째 시간	

4주차	Cultural tourism policies and the problems that arise in offers based on cultural heritage Tensions between culture and tourism and analyze for solutions Policies designed for cultural tourism in Asia	
		교육내용이 융복합에 해당될 경우 Y
	첫째 시간	
	둘째 시간	
	셋째 시간	
	넷째 시간	
5주차	Cultural tourism policies and the problems that arise in offers based on cultural heritage Cases detailing tensions between cultural heritage conservation and tourism	
		교육내용이 융복합에 해당될 경우 Y
	첫째 시간	
	둘째 시간	
	셋째 시간	
	넷째 시간	
6주차	Cultural tourism national and international actors Cultural tourism in relation to their presence in public policies and international cooperation	
		교육내용이 융복합에 해당될 경우 Y
	첫째 시간	
	둘째 시간	
	셋째 시간	
	넷째 시간	

7주차	Main projects of cultural tourism, routes, permanent attractions and events Types of projects on cultural tourism that are being developed	
		교육내용이 융복합에 해당될 경우 Y
	첫째 시간	
	둘째 시간	
	셋째 시간	
	넷째 시간	
8주차	Midterm Examination Case Presentation	
		교육내용이 융복합에 해당될 경우 Y
	첫째 시간	
	둘째 시간	
	셋째 시간	
	넷째 시간	
9주차	Cultural Tourist Products Cultural resources and products	
		교육내용이 융복합에 해당될 경우 Y
	첫째 시간	
	둘째 시간	
	셋째 시간	
	넷째 시간	
10주차	Cultural Tourist Products Cultural tourism products, preparation, and challenges	
		교육내용이 융복합에 해당될 경우 Y
	첫째 시간	
	둘째 시간	
	셋째 시간	
	넷째 시간	

11주차	Cultural tourism management cases National examples	
		교육내용이 융복합에 해당될 경우 Y
	첫째 시간	
	둘째 시간	
	셋째 시간	
	넷째 시간	
12주차	Cultural tourism management cases international examples	
		교육내용이 융복합에 해당될 경우 Y
	첫째 시간	
	둘째 시간	
	셋째 시간	
	넷째 시간	
13주차	Cultural Tourism Impacts Socio-cultural level	
		교육내용이 융복합에 해당될 경우 Y
	첫째 시간	
	둘째 시간	
	셋째 시간	
	넷째 시간	

14주차	Cultural Tourism Impacts Economic level	
		교육내용이 융복합에 해당될 경우 Y
	첫째 시간	
	둘째 시간	
	셋째 시간	
	넷째 시간	
15주차	Cultural Tourism Impacts Environmental level	
		교육내용이 융복합에 해당될 경우 Y
	첫째 시간	
	둘째 시간	
	셋째 시간	
	넷째 시간	
16주차	Final Examination Oral Presentation	
		교육내용이 융복합에 해당될 경우 Y
	첫째 시간	
	둘째 시간	
	셋째 시간	
	넷째 시간	