

수업계획서(Syllabus)

2022 학년도 2 학기

교과목 번호 (Course No.)	KMD02153	교과목명 (Course Title)		아시아문화관광경영		강좌번호 (Course No.)	5404		
개설학과 (Department Major)	대학본부	개설학년/학기 (Year/Semester)		전학년 / 2학기		학점/시간 (Credit/Hour)	3 / 3		
강의시간 / 강의실 (Lecture Time/ Classroom No.)	목요일 09:00~11:50 강의실 : S4507					실험실 (Laboratory Location)			
상담시간 (Office Hours)					집중수업 여부				
담당교수 (Lecturer)			연구실 (전화) (Office(Phone))			e-mail			
교육영역 (Course Type)	교양 (Liberal Arts)	전공 (Major)	수업방식 (Course Composition)	강의 (Lecture)	실험 (Experiments)	발표 (Presentation)	협동학습 (Team Project)	기타 (Others)	
	0			0		0			
교과목 교육목표 (Course Objectives)	After successful completion of this course, students will be able to: -understand and appreciate Korean culture and economy and understand the interdependence of environment and tourism. -understand the definitions, terminology and concepts of culture and its relationships with tourism. -understand cultural tourism supply by examining different categories of cultural attractions, and the contexts within which culture exists and additional perspectives on scale from the supply perspective. -understand cultural tourism demand by analyzing the nature of heritage demand, visitor characteristics, visitor typology and their motivations driving to visit heritage sites. -acknowledge heritage tourism management by examining ownership, economics, strategies for managing visitors and residents, and heritage interpretation.								
교과목개요 (Course Description)	The course of Cultural Tourism Management in Asia is a conceptual partnership between culture and tourism; analysis of a wide range of cultural heritage attractions; heritage visitors’ behavior especially motivation; contemporary approaches to cultural tourism development and management; and heritage marketing in Asia. This course also provides higher level of understanding of culture and tourism management in Asia, particularly focusing on South Korea and help not only qualifications for occupations in the tourism and leisure industries, but a broad understanding of culture and management in Asia. The course is designed to educate the students in new ways of thinking of concepts like Korean Wave and other, directly understand market, particularly in the cultural tourism and leisure industries as well as broad spectrum of management studies.								
수업진행방법 (해당사항 전체선택)	<input type="checkbox"/> 동영상(LMS)			<input type="checkbox"/> 실시간 화상강의			<input type="checkbox"/> 대면수업		
	수강사이트 https://lms.mju.ac.kr 통합로그인			시스템명 : URL :			※ 강의실 출석		
선수과목 및 지식 (Prerequisite)									
신 교육기법활용 (Use of new education methods)	Flipped Learning (플리드러닝)		Blended Learning (블렌드러닝)		PBL(Problem Based Learning)		기타(Etc)		
성적평가방법 (Evaluation)	출석 (Attendance)	과제물/ 보고서 (Assignments/ Reports)	수시시험 및 중간고사 (Quiz포함) Exams (periodically throughout the semester) (Including Quiz) and Mid-term Exam		학기말시험 (Final Exam)	발표 (Presentation)	기타 (Others)	합계 (Total)	
	20	20	20		30	10	0	100 %	
	기타내용 (Remark)								
교과목교육목표 성취도평가방법 (Evaluation on the extent to which course objectives have been achieved)									
교재및 참고도서 (Textbook and & Reference Books)	주교재 (Required Textbook)	서명 (Title)							
		저자명 (Aughor)					출판사명 (Publisher)		
		ISBN					출판년도 (Yearof Publication)		
	부교재 (Supplementary Textbook)	서명 (Title)							
		저자명 (Aughor)					출판사명 (Publisher)		
		ISBN					출판년도 (Year of Publication)		
	참고도서 (Reference Books)	서명 (Title)							
		저자명 (Aughor)					출판사명 (Publisher)		
		ISBN					출판년도 (Year of Publication)		

주 별 진 도 계 획 (Lecture Plan)		
	주제 및 수업 핵심 내용 (Topics & Lecture Contents)	학습자료 및 과제 (Learning materials Assignments)
제1주 (Week1)	Intro into the course. Defining Cultural Tourism.	
제2주 (Week2)	Challenges in Achieving Sustainable Cultural Tourism	
제3주 (Week3)	How Tourism Works	
제4주 (Week4)	Cultural Heritage Management	
제5주 (Week5)	Tangible Heritage	
제6주 (Week6)	Intangible Heritage and Its Management	
제7주 (Week7)	Cultural Tourism Products – A Regional Perspective	
제8주 (Week8)	Midterm Exam	
제9주 (Week9)	Commodification, Environmental Bubbles, and Cultural Tourism Products	
제 10주 (Week10)	The Cultural Tourism Market: A Cultural Tourism Typology	
제 11주 (Week11)	Gatekeepers	
제 12주 (Week12)	Assessment	
제 13주 (Week13)	Asset Auditing and Planning	
제 14주 (Week14)	Marketing, Presentation and Management of Heritage Assets	
제 15주 (Week15)	Final Exam	
제 16주 (Week16)		
보강 (필요시) (Make-up Class, when necessary)		

전공(핵심)역량 및 명지핵심역량의 교과목과의 연계성

(Relevance between the courses in the category of “Major(Core)”and “Myongji Core Competence)

*Myongji MJU 2025 Myongji “Core Competence”: “MJU’s mid- to long-term Development Plan to improve its quality of education and infrastructures

순번	전공(핵심)역량 (Courses in the category of Major(Core))	역량비율 (100%)	명지핵심역량 (Courses in the category of Myongji Core Competence)
2	[실용]습득한 지식을 활용하여 다양한 문제를 해결할 수 있는 문제해결 역량	40 %	실용
3	[창의]창지식에 대한 호기심을 기반으로 한 비판적, 체계적 사고 역량	30 %	창의
5	[어우름]팀워크와 리더십을 기반으로 세계(사회)와 적극적으로 소통하는 의사소통 역량	30 %	어우름

참 고 사 항 (Important information)

수강생 유의사항 (Information for Students)	1. 각 교과목은 수업일수 4/5이상(군 휴학자는 2/3) 출석일 때 성적취득이 가능하다. (1. Credits can be obtained only when students attend at least 4/5 (2/3 for students on leave for military purposes) of the lecture.) 2. 시험 부정행위 및 기타 부정한 방법으로 취득한 교과목의 성적은 학칙시행규칙 제100조에 의거하여 F처리 또는 취소한다. (2. When a student is caught in the acts of cheating, plagiarism, unauthorized collaboration, or other forms of academic dishonesty, he/she will be assigned a failing grade or F for the class in which he/she was caught in the act according to the University regulations.)
장애학생 수업안내 (Students with Disabilities)	장애학생은 학기 첫 주에 교과목 담당교수와의 면담을 통해 출석, 강의, 과제 및 시험에 관한 교수학습 지원사항을 요청할 수 있으며 요청된 사항에 대해 담당교수 또는 장애학생지원센터를 통해 지원받을 수 있습니다. (Students with disabilities may request for academic support(i.e. attendance, lecture, assignments, exams, etc.) from his/her assigned advisors during the first week of the class. This request is to be filed through the Center for Students with Disabilities.)
기타사항 (Remarks)	강의계획안의 내용은 추후 변경될 수 있습니다. (Syllabus is subject to changes.)