

# シラバス参照

開講年度	2019
講義コード	037143EA
科目ナンバー	[APS]-[HT]-[300]
開講セメスター	夏セッション1
講義名・クラス名	MICE産業論EA
担当教員	LEE Timothy
備考	<p>注意: 夏セッション1は8月1日(木曜日)から8月5日(月曜日)に開講されます。          なお、8月3日、4日は土曜日、日曜日ですが、授業は実施されます。          また、上記とは異なる期間に授業が実施される場合もありますので、必ずシラバスを全て確認してください。          Note: The period for Summer Session I this academic year is August 1st - August 5th, Thursday - Monday.          Lectures will be held on August 3rd and 4th, regardless of whether this day falls on a weekend.          Some subject can be held in the different date from above period. Please make sure to confirm the schedule and content in the syllabus.</p> <p>セッション期間の科目は、卒業予定日を含む最終セメスターでは履修できません。          No session courses may be registered during a student's semester of scheduled graduation.</p> <p>For 2017 Curriculum students only. 2011 Curriculum students may register for '030401EA The Business Tourism IndustryEA'. 2017カリキュラム学生対象科目です。2011カリキュラム学生は「030401EA ビジネス・ツーリズム論EA」を履修登録してください。</p>

講義分野	
履修の目安	<p>This course is designed to introduce basic knowledge and its various forms and unique characteristics in Business tourism.          A general knowledge of business travel and tourism and a constant interest on the change of its trend are required for successful completion of the course.</p>
授業概要	<p>The students will understand the conceptual meaning and differentiation each kind of business tourism.          After completion of this course, students will be able:          a) To acquire an in-depth understanding of the concepts and structure of business travel.          b) To identify principles, processes and techniques for preparing international and national business tourism.</p>
到達目標	<p>Students are expected to understand the concept of Business tourism and its various kinds based on the MICE and to understand its unique characteristics. Students are also expected to know what elements are needed for business tourism promotion.</p>
授業方法	<p>The lectures will be given by using the class resumes and reference materials which will be distributed before or at each class.</p>
毎回の授業の概要	<p>The class lectures will cover the following subjects:          1. Introduction: The definition, typology and structure of business tourism.          2. The growth and development background of business tourism and impacts of business tourism.          a) Historical development of business tourism          b) The impact of business tourism at national and international level.          3. Management of business tourism          a) The physical infrastructure of business tourism          b) The human resource infrastructure of business tourism          c) Marketing the business tourism and products          4. The practice: Meeting / Conference industry          5. Incentives travel industry          6. Exhibition industry</p>

予習・復習の内容と分量											
成績評価方法	attendance 24% individual assignment 40% group assignment (up to 4 members in a group) 36%										
多文化協働学修の実践方法											
学生への要望事項	Good attendance and studying the material given by the lecturer before/ after each lecture are required.  In addition, continued interest on the trend of business travel and tourism through a variety of materials such like academic and industry journals and magazines, reliable internet sources, and etc is necessary.										
テキスト備考											
テキスト (授業を履修する上で、購入が必須となる書物)	1.	書名*	Business Travel and Tourism						ISBN13桁*		
		著者名*	Swarbrooke, J., & Horner, S.	出版社	Oxford: Butterworth-Heinemann.	出版年	2001	版・シリーズ・巻			
		注釈	(ID=TT41303007) Textbook is not available at Coop.								
参考文献備考											
参考文献(図書、視聴覚資料)*ライブラリーリザーブコーナーに設置	1.	書名*	International business travel in the global economy				ISBN13桁*	<a href="#">9780754679424</a>			
		著者名*		出版社	Ashgate	出版年		版・シリーズ・巻			
		注釈	E-Book(shown below in the “E-Book& Course-related links” column)								
参考文献 (雑誌、年鑑白書等)	1.	書名*	Towards a framework for development of courses of study in Meetings, Expositions, Events, and Conventions (MICE). Journal of Convention & Event Tourism						ISBN13桁*/ISSN		
		著者名*	Fenich, G. G., & Hashimoto, K.			出版社	2010	出版年		版・シリーズ・巻	11(4), 329-334.
		注釈									
	2.	書名*	Mice Tourism in Piedmont: Economic perspective and Quantitative Analysis of Customer Satisfaction. Tourisoms: An International Multidisciplinary Journal of Tourism						ISBN13桁*/ISSN		
		著者名*	Monge, F., & Brandimarte, P.			出版社	2011	出版年		版・シリーズ・巻	6(1), 213-220
		注釈	<a href="http://www.chios.aegean.gr/tourism/vol6iss1.htm">http://www.chios.aegean.gr/tourism/vol6iss1.htm</a>								
	3.	書名*	The CAT (Casino Tourism) and the MICE (Meeting, Incentives, Conventions, Exhibitions): Key development consideration for the Convention and Exhibition Industry in Macao. Journal of Convention & Event Tourism						ISBN13桁*/ISSN		
		著者名*	Mcartney, G.			出版社	2008	出版年		版・シリーズ・巻	9(4), 293-308
		注釈									
	4.	書名*	Reassessing the Need for the Development of Regional Standards for the MICE Sector for the ASEAN and Asia Pacific Region. Journal of Convention & Event Tourism						ISBN13桁*/ISSN		

	<table border="1"> <tr> <td>著者名*</td><td>De Lara, R. A. A., &amp; Har, C. O. S.</td><td>出版社</td><td>2008</td><td>出版年</td><td></td><td>版・シリーズ・巻</td><td>9(3), 161-181.</td></tr> <tr> <td>注釈</td><td colspan="7"></td></tr> </table>	著者名*	De Lara, R. A. A., & Har, C. O. S.	出版社	2008	出版年		版・シリーズ・巻	9(3), 161-181.	注釈							
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担当教員研究室電話番号																	
担当教員E-mailアドレス																	
E-Book および 関連ページ	<table border="1"> <tr> <td>1.</td><td><a href="#">International business travel in the global economy</a></td><td>Further Reading</td></tr> </table>	1.	<a href="#">International business travel in the global economy</a>	Further Reading													
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