

**University of North Texas**  
**Summer 2023**

**CMHT 4000 and 5000 Global Discovery**

Course Instructor: Young Hoon Kim, Ph.D.  
Office Location: TBA  
Class Time: TBA  
Office Hours: By appointment or via Canvas  
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Class Location: TBA

\*Prerequisite (s): None

**Suggested Textbook:**

Fenich, G. (2019). *Meetings, expositions, events, and conventions: an introduction to the industry* (5<sup>th</sup> Ed.). Upper Saddle River, NJ: Prentice Hall.

**Study Abroad Objectives:**

- To learn to communicate ideas across cultures with a diversity of perspectives
- To be provided an opportunity outside of the classroom to communicate and network
- To analyze major global trends and their impact on market conditions and emerging economies
- To develop an appreciation of other cultures and ways of life

**Course Objectives:** Upon completion of this course, a student should be able to:

- Examine the impact of the economic, social, and political environments on MICE Industry
- Analyze major global trends and their impact
- Evaluate the competitive status of the U.S. MICE sector within the context of the global economy
- Identify current MICE trends
- Integrate qualitative evaluation in the critical analysis
- Visualize a specific time period and/or culture
- Determine relationships between artifacts and the surrounding environments (the cultural setting, the exhibit, the props, etc.)
- Employ segmentation strategies to determine industry demand in the diverse and global marketplace
- Articulate how different global company and cultures can impact
- Gain an understanding of career roles and responsibilities in the MICE industry

**In Graduate Level**

- Understand competitive positioning and strategic marketing perspectives in the MICE industry;
- Recognize and apply the functional activities of planning, organizing, influencing, and controlling in the MICE industry;
- Analyze trends systematically and their implications in respect to future policies, strategies, and solve complex problems at the micro and macro level;
- Understand the pre and post function review and analysis processes;
- Understand and use existing theories, research findings, and models to execute good strategic choices in the MICE industry;
- Create a sound practical and/or theoretical project.

Required Text:

Required readings will be posted on Canvas. They will be covered in pre-trip meetings.

**Course Description:**

Overview of the advanced MICE industry with special emphasis on IT and management strategy with environmental analysis,

specifically in Seoul, South Korea (the Republic of Korea). This course covers a concentrated overview of developments in the MICE business and its application. This course is designed to provide students with contemporary knowledge and understanding of concepts, management, challenges, and trends associated with the MICE industry.

#### **Course Requirements:**

**1) Discussion Summary Report: Total value towards final grade is 20%.**

Students will moderate a discussion topic based upon the specific weeks' content, cases, additional readings, field trips, etc. Individual students will be responsible for the facilitation of postings and discussions on the course bulletin board for their specified week(s). Your individual assessment for discussion participation will be based on attendance and levels of interactive contributions to discussions.

#### **Field Trip Report – Will be discussed in Class**

**2) Discussion Participation: Total value towards final grade is 20%.**

**3) Term Report (See Guideline for more details): Total value towards final grade is 20%.**

**4) Term Project: Trend Reading of Convention and Event Tourism: P or NP**

#### **Class Participation/Discussion & Attendance:**

See “Responsibilities of Students” in the “Class Policies and Instructor’s Expectations” section of the syllabus.

Because this is a class that requires constant discourse and interaction, attendance is absolutely mandatory. A supplemental policy document delineating specific expectations will be distributed. You are responsible for attending each class meeting prior to departure and after departure. Attendance is taken on a regular basis for all activities related to the study tour and will influence your final grade. University attendance regulations are enforced. See the UNT Bulletin for policy information.

All students are required to participate in all scheduled events, tours, and meetings associated with this class in the U.S. and abroad. Businesses sometimes must change schedules or we must make alternative plans due to weather and other reasons—be prepared to be flexible. In a professional environment, attendance and punctuality are expected and are particularly important in a learning and living community, such as a study abroad program. It is critical that you are prompt and prepared for departures so that we can arrive as scheduled for our appointments. Please understand that we cannot wait for late students. Students are expected to arrive prior to the departure time in the designated area, dressed appropriately.

Missing an activity and/or being late will seriously impact your grades in this program. It is the responsibility of each student to safeguard his or her own health and well-being in order to be engaged during all academic activities. Being engaged means that you are actively listening, asking relevant questions, and giving the speaker your complete attention. Students are expected to actively participate in all course activities, appointments, social and cultural activities, and other events planned for the group.

During industry tours, it is sometimes difficult to hear. Therefore, it is important that you “keep pace” with your group and move closer to the speaker so those behind you can hear. Taking notes is essential as it provides needed information for your course assignments. Participation comprises a high percentage of your study abroad grade. This learning environment may be the most exciting and intellectually stimulating you have yet experienced. It is important to present yourself (dress and behavior) appropriately at all times. You are representing not only yourself, but also your university, and your country. Five percent (5%) of your overall grade will be reduced EACH TIME there is an attendance/ behavior related issue. Some of the activities that can lead to a decrease of grade include:

- Running late for any appointment, including group meals and coach transfers
- Not paying attention while on a tour
- Falling asleep
- Being on your mobile device
- Being loud and using bad language
- Other – this list is not exhaustive

## Assignment and Project Due Dates

Assignments are due on the specified date. Due dates are very well established and communicated in advance. It is your responsibility to make sure everything is turned in the prior to class or prior to the cut-off date on Canvas. Items turned in after the established deadline are considered late and will be downgraded 10% for each calendar day late.

- Canvas SUBMISSIONS: You may ONLY submit Word files (docx, doc), PDF files, Power Point files (ppt), and jpeg files via Canvas. ALL other types of files will not be accepted because we cannot open them. If we cannot open your assignment because you sent something other than what is listed above, you will take a zero on the assignment.
- I will not allow for resubmissions, emailed assignments, nor hardcopies.
- Be sure to check your file type before final submission onto Canvas! Remember, there may be a time discrepancy between your home computer and the Canvas system. Therefore, it is imperative to submit ALL assignments well before the cut-off time.
- I do not accept assignments via email, unless otherwise specified. Do not assume that if you emailed me your work, that I am accepting it.
- All assignments and projects must follow APA formatting (refer to the APA tutorial and guidelines on Canvas or purchase the APA Publications Manual). I will not grade assignments/project that do not have reference pages AND in-text citations.
- All assignments must be typed, double-spaced and with a 12-point font. Points will be deducted from assignments that do not follow these instructions.

**Grade Policy: If you are caught cheating or plagiarizing in this class you will receive a failing grade “F” for the course and appropriate administrative action will be taken.**

**Grade Breakdown:** *Your individual course grade will be based on a 100 Point Total:*

Discussion and Summary Reports (Report I and II)	40%	200
Discussion Participation (Sincerity) and Attendance	20%	100
Term Report/E-Portfolio	40%	200
<b>Term Project (Graduate Student)</b>		<b>P or NP</b>
	<b>100%</b>	<b>500 Points</b>

## Grading Scale:

A	451 – 500
B	401 – 450
C	351 – 400
D	301 – 350
F	300 and less

## Term Individual Project: (Graduate Student)

Each graduate student is required to work individually for their project. At the end of the semester, a complete project must be submitted for a comprehensive grade. Guideline for conducting each project component will be discussed in class and the instructor will provide handouts when appropriate. This project is designed to measure students’ ability to identify problems, research, analyze, and present the current issues in the convention and event industry.

## Pre-Trip and Field Trip Reports

Pre-trip (PT) meetings (20 points for each meeting – Part of Discussion and Participation)

Each student will be required to attend meetings prior to departure. Additionally, information meetings will be held throughout Spring Semester 2019. These meetings are intended to prepare students for the cultural experiences they will have in Seoul, provide pertinent information on traveling abroad, basic survival Korean, deliver course content, discuss course/project expectations, discuss course readings, and any other information deemed necessary by the instructor. Each student is expected to submit the “summarized” report after each field trip.

## Course Contents

PART I: Introduction

- Chapter 1: Introduction to the Meetings, Expositions, Events, and Conventions Industry
- Chapter 2: Meeting, Exhibition, Event, and Convention Organizers and Sponsors

PART II: Key Players

- Chapter 3: Destination Marketing Organizations
- Chapter 4: Meeting, Expositions, Event, and Convention Venues: An Examination of Facilities Used by Meeting and Event Professional
- Chapter 5: Exhibitions and Trade Shows
- Chapter 6: Service Contractors
- Chapter 7: Destination Management Companies
- Chapter 8: Special Events Management

PART III: Important Elements in Meeting, Exposition, Event, and Convention Planning

- Chapter 9: Food and Beverage
- Chapter 10: Legal Issues in the Meetings, Expositions, Events, and Conventions Industry
- Chapter 11: Technology and the Meetings, Expositions, Events, and Conventions Professional
- Chapter 12: Sustainable Meetings and Events
- Chapter 13: Planning Meetings, Expositions, Events, and Conventions Gatherings
- Chapter 14: Producing Meetings, Expositions, Events, and Conventions
- Chapter 15: International Aspects in Meetings, Expositions, Events, and Conventions
- Chapter 16: Putting It All Together

### ACADEMIC DISHONESTY

Academic dishonesty includes, but is not limited to, the use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, the acquisition of tests or other material belonging to a faculty member, dual submission of a paper or project, resubmission of a paper or project to a different class without express permission from the instructors, or any other act designed to give a student an unfair advantage. Plagiarism includes the paraphrase or direct quotation of published or unpublished works *without* full and clear acknowledgment of the author/source. Academic dishonesty will bring about disciplinary action which may include expulsion from the university. This is explained in the UNT Student Handbook.

**University of North Texas  
Summer 2023**

**CMHT 4000/5000 Global Discovery  
Tentative Class Schedule (Subject to Change at Professors Discretion)**

TOPICS / ACTIVITIES	ASSIGNMENTS / EXAMS DUE DATE
<p>Week 1 Learning outcomes</p> <p>Introduction/Strategy/Key Players Upon completion of Week I, students will be able to:</p> <ul style="list-style-type: none"> <li>• Understand the MICE industry;</li> <li>• Explain the MICE industry and its environment;</li> <li>• Explain the economic impacts generated by the MICE Industry;</li> <li>• Experience the different segments of MICE industry;</li> <li>• Understand the various technologies utilized in the MICE industry.</li> <li>• Analyze and manage the risks of MICE;</li> <li>• Examine challenges related to developing and implementing a successful event;</li> <li>• Apply strategies, tools, and approaches for addressing the unique challenges of event management and marketing.</li> </ul>	<p>Field Trip and Campus Tour</p>
<p>Assessment</p> <p>In-Class Discussion Report I</p>	
<p>Chapters Module I</p> <p>1-8 Chapter 1 and 2</p> <p>Monday      May 15: Departure from UNT/DFW Tuesday      May 16: Arrival Campus and half day activities Wednesday    <b>May 17: Opening Ceremony</b> Two hours campus Tour Lecture Chapter 1-8 Thursday      May 18: City and Transportation Myungdong (Nanta/Temples) and Jongro Friday          May 19: Convention Center KINTEX and COEX Special Lecture: Executive Director and GM Saturday      May 20: K-Pop Concert on Campus Sunday        May 21: Individual Day Trip Monday        May 22: Temple Visit and DMZ Visit (Gosung Tongil Observatory) Tuesday        May 23: Seorak Mountain – Overnight Field Trip</p>	<p><b>Report I</b></p>
<p>Contact Hours</p> <p>50 Hours / Lecture 30 Hours</p>	
<p>Transportation Lodging Meal</p> <p>Subway and Rental Bus Student Guest House Student Meal Plan / Local Restaurant</p>	
<p>Discussion I</p> <p>MICE Industry and Why? How to utilize the exiting environment and resources?</p>	
<p>Field Trip</p> <p>City Tour: Understanding of Destination COEX: <a href="https://www.coexcenter.com/">https://www.coexcenter.com/</a> KINTEX: <a href="http://www.kintex.com/client/_eng/index.jsp">http://www.kintex.com/client/_eng/index.jsp</a> Nanta: <a href="https://www.getyourguide.com/-/188531/?cmp=ga&amp;campaign_id=954397889&amp;adgroup_id=53590322123&amp;target_id=kwd-296736891499&amp;loc_physical_ms=9027289&amp;match_type=e&amp;ad_id=262765383319&amp;keyword=nanta&amp;ad_position=1t1&amp;feed_item_id=&amp;placement=&amp;partner_id=CD951&amp;gclid=Cj0KCQjw5J_mBRDVARIsAGqGLZCjH8IOZd">https://www.getyourguide.com/-/188531/?cmp=ga&amp;campaign_id=954397889&amp;adgroup_id=53590322123&amp;target_id=kwd-296736891499&amp;loc_physical_ms=9027289&amp;match_type=e&amp;ad_id=262765383319&amp;keyword=nanta&amp;ad_position=1t1&amp;feed_item_id=&amp;placement=&amp;partner_id=CD951&amp;gclid=Cj0KCQjw5J_mBRDVARIsAGqGLZCjH8IOZd</a></p>	

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Demilitarized Zone (DMZ): [https://en.wikipedia.org/wiki/Korean\\_Demilitarized\\_Zone](https://en.wikipedia.org/wiki/Korean_Demilitarized_Zone)

Weekend Trip

Suggestions: Korea Culture  
Insadong [http://english.visitkorea.or.kr/enu/SH/SH\\_EN\\_7\\_2\\_2\\_1.jsp](http://english.visitkorea.or.kr/enu/SH/SH_EN_7_2_2_1.jsp)  
Hyewhadong <http://trip-suggest.com/south-korea/seoul/hyehwa-dong/>  
Busan Haeundae <https://en.wikivoyage.org/wiki/Busan/Haeundae>  
Gyeongju Bulguksa <http://www.bulguksa.or.kr/>

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Week 2  
Learning outcomes

Important Elements in Meeting, Exposition, Event, and Convention Planning  
Upon completion of Week I, students will be able to:

- Understand the comprehensive process and operation for MICE in relation to facilities, services and logistics;
  - Understand the basics of site selection, hotel and food service negotiations, and meeting Coordination;
  - Develop MICE work process chart;
  - Create and develop schedule, including the sequence of work and use of date constraints and deadlines;
  - Build a special event plan with team members;
  - Acquire skills to plan, develop, organize, and coordinate meetings, events, conferences, and conventions;
  - Estimate an event, set up a budget, define tasks, and break the work into manageable schedule;
  - Track progress and communicate with team members via emails, reports, information sharing, and meetings and exhibit effective communication skills through team-based activities and industry interactions.

Module III

	Chapter 9 – 16	<b>Report II</b>
Wednesday	May 24 Lotte World and Gangnam Area / Sports Event <a href="#">Lecture: 9-16</a>	
Thursday	May 25: Korean Folk Village	Term Project Due
Friday	<a href="#">May 26: In-Class Presentation and Review Lotte, Shilla, and Aloft Hotels</a>	
Saturday	May 27: Ending Ceremony and Itaewon/Uijenogbu Tour	
Sunday	May 28: Project Tour	
Monday	May 29: Retailing and Merchandising: Dongdaemun and Namdaemun	
Tuesday	May 30: Packing and Program Review	
Wednesday	<a href="#">May 31: Departure from ICN Airport</a>	
Wednesday	May 31: Arrival at UNT/DFW	

Contact Hours

50 Hours / Lecture 35 Hours

Assessment

In-Class Discussion  
Report and Final Presentation

Transportation

Rental Bus

Lodging

Student Guest House

Meal

Student Meal Plan / Local Restaurant

Discussion III

Events for event?

Field Trip

Lotte World: <http://adventure.lotteworld.com/eng/main/index.do>  
K-Pop Concert:  
[http://mticket.interpark.com/Goods/GoodsInfo/info?GoodsCode=19005057&app\\_tapbar\\_state=fix](http://mticket.interpark.com/Goods/GoodsInfo/info?GoodsCode=19005057&app_tapbar_state=fix)  
Itaewon: [https://english.visitkorea.or.kr/enu/SH/SH\\_EN\\_7\\_2\\_6\\_1.jsp](https://english.visitkorea.or.kr/enu/SH/SH_EN_7_2_6_1.jsp)

KFV: <http://www.koreanfolk.co.kr/multi/english/>

Weekend Trip

Suggestions: Shopping

Dongdaemun [http://english.visitkorea.or.kr/enu/ATR/Sl\\_EN\\_3\\_6.jsp?cid=2419333](http://english.visitkorea.or.kr/enu/ATR/Sl_EN_3_6.jsp?cid=2419333)

Namdaemun <http://www.theseoulguide.com/sights/markets-and-shopping/namdaemun-market/>

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- **Departure from DFW** May 15 American Airline and Korean Airline
- Arrival at ICN (Incheon International Airport): May 16
- Arrival at University Dorm (By Airport Limousine) May 16 7pm
- **Departure from ICN** May 31 12pm
- Arrival at DFW May 31