

---

# International Convention & Expo Summit 2011

4월 1일 - 2일, 춘천 한림대학교 & 서울 코엑스

*New Market Opportunities and Challenges for MICE Industry*

---

## ICES 2011 프로그램

---

### ● 4월 1일 (춘천 한림대학교) ●

08:30-10:00	춘천 한림대학교로 이동	
09:30-12:00	등록	
10:00-11:00	개회식	
11:00-12:30	MICE Session [A-1]	Current big Issues Session [B-1]
12:30-14:00	점심	
14:00-15:30	MICE Session [A-2]	Current big Issues Session [B-2]
15:30-16:00	커피브레이크 (UNLV'S Singapore 후원)	
16:00-17:30	MICE Session [A-3]	Current big Issues Session [B-3]
17:50-18:20	라데나 리조트로 이동	
18:30-20:30	환영연 (라데나 리조트)	
20:30-	서울로 이동	

#### ❖ 개회식

- 개회사: 서승진 (Summit Co-Chairman)
- 환영사: 이영선 (한림국제대학원대학교 총장)
- 축사: 이광준 (춘천시장), 오성환 (한국 MICE 협회장)
- Guest of Honor Speech: Kaye Chon (Summit Co-Chairman), Andy Nazarechuk (Summit Co-Chairman)
- 기조연설: 구삼열 (서울관광마케팅 CEO)

## ● 4월 2일 (서울 코엑스) ●

09:00-	등록
09:30-11:00	패널토의 - Topic: New Trends and Cooperative schemes in MICE industry among Asia countries
11:00-11:30	핸드오버 세러모니
11:30-13:00	VIP 오찬
13:00-15:00	워크숍 (학생 참가자만 참석 가능합니다.) - 컨벤션 유치 제안서 클리닉 - 유치 PT 클리닉
15:00-16:30	코엑스 투어

### ❖ 패널토의

- 좌장: 서승진 (Summit Co-Chairman)
- 연사: Gilly Wong (홍콩 CVB, General Manager)  
Liu Dake (Beijing International Studies University, 교수)  
Sungghil Kang (Korea MICE Bureau, 실장)
- 패널리스트: Maureen O'Crowley (서울관광마케팅, 본부장)  
Kaye Chon (The Hong Kong Polytechnic University, School of Hotel and Tourism Management, 학장)  
Andy Nazareckchuck (UNLV Singapore Campus, College of Hotel Administration, 학장)

※ 4월 3일은 외국인 참가자를 위한 투어 프로그램으로 구성되어 있습니다.

## Ⅰ 4월 1일 세션 발표 논문 Ⅰ

	'MICE' 세션 (A)	'Current Big Issues' 세션 (B)
11:00 - -12:30	<b>Effective Managing of MICE (A-1)</b> <ul style="list-style-type: none"> <li>• 발표 [A-101] A Study on the Harmful Effects of Negative Bidding Behaviors in Korean Convention Industry - Jae-Kil Choi, Seung-Jin Suh [A-102] is being prepared. [A-103] Identifying accompanying persons as a potential customer group for the convention market -Hye-Kyung Yoo</li> <li>• 좌장: Kaye Chon (The Hong Kong Polytechnic University)</li> </ul>	<b>Study on Tourism Management (B-1)</b> <ul style="list-style-type: none"> <li>• 발표 [B-101] Segmentation by tourist's perceptions on overt safety -Bongkosh N.Rittichainuwat, Supaporn Rattaphianchai [B-102] Motivation of Tourists in Visiting Thailand - Suphaporn Rattaphianchai, Anjie Zheng, Kris Mouton, James Worth, Yasue Hichitake [B-103] Perception of Chinese Tourists on Thailand as a Favorable Tourist Destination -Yutong Luo, James Worth, Nuno M. Rodrigues dos Santos</li> <li>• 좌장: Eun-joo Yoon (Hallym University of Graduate Studies)</li> </ul>
14:00 - - 15:30	<b>Research and Education in MICE (A-2)</b> <ul style="list-style-type: none"> <li>• 발표 [A-201] Industry Perceptions of the event management curriculum in shanghai - Xuehui ZENG, Jie YANG [A-202] Convention Industry in Beijing: an Engine to World City Formation - Zhiling Li, Yan Zhou [A-203] Marketing Research in the MICE industry - Pratyush Nanda [A-204] Developing and Sustaining a Quality Workforce in the Convention and Exhibition Industry: lessons from Australia - Vivien McCabe</li> <li>• 좌장: Andy Nazareckchuck (UNLV Singapore Campus)</li> </ul>	<b>World Expo, New Competitiveness (B-2)</b> <ul style="list-style-type: none"> <li>• 발표 [B-201] A Study of Motivations and Image of Shanghai as Perceived by Foreign Tourists in Shanghai EXPO - Seongseop Kim, Yumi Ao, Hyerin Lee, Steven Pan [B-202] Corporate Marketing Aspects in Shanghai Expo 2010 - Sun-Young Shin [B-203] Tourists' Perception of Thailand to Host World Expo 2020 as Compared to China and Korea - Ryan Hanson, Rong Li, Yutong Lou, Bongkosh N. Rittichainuwat</li> <li>• 좌장: Seung-Jin Suh (Hallym University of Graduate Studies)</li> </ul>
16:00 - - 17:30	<b>Detailed Study on Exhibition (A-3)</b> <ul style="list-style-type: none"> <li>• 발표 [A-301] Determinants of Chinese exhibitor perceived satisfaction and post-exhibition behaviors - Yingkang Gu, Jie Yang, Siuli Tang [A-302] is being prepared. [A-303] Value based Marketing in Exhibition Industry_KINTEX business case study- Hyoung-Joo Lee</li> <li>• 좌장: Bong-Seok Kim (Kyunghee University)</li> </ul>	<b>Korean Wave influencing Korea Tourism (B-3)</b> <ul style="list-style-type: none"> <li>• 발표 [B-301] Impact of Hallyu on Thai teenagers - Ryan Hanson, Sirinporn Thitiprutchaya, Mintra Moungekaw, Chotika Weoprasert, Bongkosh N. Rittichainuwat [B-302] Best Practices of Filming Locations -Supanit Pilasaram, Bongkosh N. Rittichainuwat [B-303] Motivation of Thai tourists in visiting Korea - Lalita Sriploy, Kittima Tahawanruk [B-304] Korean TV shows as a marketing tool for MICE in Korea - Shanmuga Priya d/o S.P. Sathiananthan, YeYoon Kim, Chang Ting Yi Abigail</li> <li>• 좌장: Chul-Won Kim (Kyunghee University)</li> </ul>

※ 각 세션 발표 후에는 질의응답 및 토론 시간이 있을 예정입니다.

※ 사정에 따라 발표 순서와 내용이 변경될 수 있습니다.