

2024

GLOBAL ESG CONFERENCE

MAISON GLAD
HOTEL, JEJU | 27- 29 TH
MAY 2024

HOST



Consortium for Global
Sustainability



Jeju Development
Center

ORGANIZER



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UNIVERSITY OF HOUSTON

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(사)한국관광연구학회
Korea Tourism Research Association

NEXT

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MESSAGE FROM THE FOUNDER

KI-JOON BACK, PH.D.

**CONRAD N. HILTON COLLEGE
OF GLOBAL HOSPITALITY
LEADERSHIP,
UNIVERSITY OF HOUSTON**

Founder of CGS,
Associate Dean for Research and
Graduate Studies,
Moores Chair Professor



WELCOME MESSAGE

Welcome to the second Global ESG Conference in Jeju, Korea. We are honored to host this fantastic event on the beautiful travel destination, Jeju, supported by the Jeju Development Center (JDC) and the Center for Social Value and Environmental Studies (CSES).

We established the Consortium for Global Sustainability (CGS) to connect multiple stakeholders from academia and industry to answer any ESG-related questions in the global market and share the benefits with various communities.

Specifically, this year's conference aims to network with our CGS members, esteemed scholars, students, industry members, and community leaders to develop a sustainable and better living world together.

We want to take this opportunity to thank all of the academic and corporate sponsors for making this conference possible. Also, we would like to extend our gratitude to the organizing committee and panel members.

Finally, we offer special thanks to all graduate and undergraduate student researchers who will present at the conference. We trust you will enjoy this opportunity to network and prepare yourself to become a global leader.

Congratulations to all the presenters and participants at this conference!

CONGRATULATORY MESSAGE

**KAYE CHON,
PH.D.**

**SCHOOL OF HOTEL AND
TOURISM MANAGEMENT,
HONG KONG POLYTECHNIC
UNIVERSITY**

Dean and Chair Professor,
Walter & Wendy Kwok
Foundation Professor in
International Hospitality Management



Dear Consortium for Global Sustainability (CGS) and Jeju Development Center,

It is with great pleasure that I extend heartfelt congratulations on behalf of the School of Hotel & Tourism Management at The Hong Kong Polytechnic University for your remarkable achievement in organizing the 2024 Global ESG Conference in Jeju, Korea.

Environmental, social, and governance (ESG) principles are pivotal in shaping the way organizations conduct themselves in relation to our planet and its inhabitants. The increasing emphasis on ESG criteria by socially conscious investors underscores the importance of your work. The CGS, alongside esteemed academics and industry pioneers, has been instrumental in advancing these standards, as evidenced by the success of last year's inaugural ESG conference in Seoul.

This year's conference program promises to be exceptionally enriching, featuring a diverse array of expert panels and insightful paper presentations from both the academic sphere and industry professionals. The inclusion of a case studies competition for hospitality and tourism students is a commendable initiative that will undoubtedly inspire and challenge the next generation of leaders in these fields.

I am confident that all attendees will depart from the conference with renewed perspectives and innovative approaches to apply to their respective practices, pedagogy, and research endeavors. The School of Hotel & Tourism Management is proud to sponsor an event that champions such a noble cause.

May the 2024 Global ESG Conference be a resounding success. I look forward to the continued excellence of CGS and the Jeju Development Center in spearheading these vital discussions and initiatives.

Warmest congratulations once again on this significant occasion.

CONGRATULATORY MESSAGE

YOUNGCHUL YANG, PH.D.

JEJU FREE INTERNATIONAL CITY DEVELOPMENT CENTER (JDC)

Chairman & CEO



We sincerely welcome every erudite scholars visiting Jeju. JDC is a public enterprise located in Jeju island established as a government-subsidized organization, whose mission is to manage and facilitate Jeju as a free international city since 2002. JDC runs approximately 700 employees and USD 13 billion amounts of assets. With various achievements so far, JDC is proceeding with the core projects related to Healthcare, Education, Amusement and High-tech industries necessary for a better future. Most of industries in Jeju and main projects of JDC are very closely related to tourism and hospitality. I believe this precious chance of ESG Conference with CGS would allow us to connect with world-widely renowned scholars and fertilize Jeju ultimately. We hope you get rich inspiration with this opportunity and enjoy your time in Jeju island with pleasure.

DISTINGUISHED PANEL SESSION : INDUSTRY SESSION

MODERATOR MINWOO LEE, PH.D.

**CONRAD N. HILTON COLLEGE OF
GLOBAL HOSPITALITY LEADERSHIP,
UNIVERSITY OF HOUSTON**

Associate Professor



Dr. Minwoo Lee is an Associate Professor and Director of Hospitality Analytics and Innovation Lab at the Conrad N. Hilton College of Global Hospitality Leadership at the University of Houston. Dr. Lee is an author of more than 120 peer-reviewed publications including journal articles, conference proceedings, book, book chapters, and trade articles in hospitality, tourism, and information systems. His research focuses on the impact of innovative technologies, ESG, corporate digital responsibility, big data and business analytics, machine learning, and persuasion and decision-making in social media. Dr. Lee has won more than 12 research excellence and best paper awards and worked as a consultant and research associate for Accor Bali Group, Hotel, Hilton, and IHG.

DISTINGUISHED PANEL MR. STEVE HOOD

SMITH TRAVEL RESEARCH (STR)

Senior Vice President of Research



Mr. Steve is Senior Vice President of Research for STR. He has been with STR for 28 years and is the Founding Director of the SHARE Center, STR and CoStar's program to support hospitality, tourism, and real estate education with over 1,000 schools involved from over 80 countries. The SHARE Center provides hotel and real estate data for research and for use in the classroom as well as educational resources including student certifications. Steve serves on advisory boards and guest lectures for leading international hotel, tourism and real estate schools and has received several awards for his commitment to hospitality education.

DISTINGUISHED PANEL SESSION : INDUSTRY SESSION

DISTINGUISHED PANEL **MR. JIN HO LEE**

**JEJU SHINWHA WORLD
RESORT AND HOTELS**

Director of Hospitality Rooms



Mr. Jin Ho Lee currently serves as the Director of Hospitality Rooms at Jeju Shinhwa World Hotels and Resorts, which boasts 2,062 rooms spanning four different hotel brands, including Marriott and Somerset. Since its establishment in 2017, Jeju Shinhwa World has emerged as a leading destination, featuring a theme park, water park, and casino. Following his graduation from Les Roches, a prestigious Swiss Hotel Management School, Mr. Lee embarked on a diverse career journey. He gained extensive experience working across various locations and hotel brands, including Guangzhou, Sanya, Wuhan, Macau, and Seoul, with esteemed establishments such as Four Seasons Hotels and Marriott, before joining the Jeju Shinhwa World team.

DISTINGUISHED PANEL **PORNPISANU PROMSIVAPALLOP, PH.D.**

**HOSPITALITY AND TOURISM,
PRINCE OF SONGKLA UNIVERSITY**

Dean



Dr. Pornpisanu Promsivapallop is an Associate Professor and Dean at the Faculty of Hospitality and Tourism, Prince of Songkla University. He earned his Ph.D. in Hospitality Management from the University of Surrey, U.K., a Master of Business from the University of Queensland, Australia, and a Bachelor of Business from Monash University, Australia, along with a UK Senior Fellowship of the UK Professional Standards Framework. Dr. Promsivapallop holds roles as the National Representative of the Asia Pacific Tourism Association and Vice President of the ASEAN Tourism Research Association. He has authored 23 academic journal articles and 2 book chapters, and serves on multiple editorial boards, including the Asia Pacific Journal of Tourism Research.

DISTINGUISHED PANEL SESSION : ACADEMIC SESSION

MODERATOR JAEWOOK KIM, PH.D.

**CONRAD N. HILTON COLLEGE OF
GLOBAL HOSPITALITY LEADERSHIP,
UNIVERSITY OF HOUSTON**

Associate Professor



Dr. Jaewook Kim is an accomplished author with more than 16 peer-reviewed journal articles and conference proceedings, featured in publications such as the *Journal of Marketing Management*, *Journal of Travel & Tourism Marketing*, *Journal of Hospitality Marketing & Management*, *Journal of Tourism Research and Hospitality*, and *Hospitality Review*. He has taught over 10 courses, including hospitality law, human resource management, gaming and casino operation management, F&B service management, and hospitality marketing strategies. Additionally, his diverse work experience over the past six years spans the casino industry to diplomatic public services, which have directly influenced his research topics and teaching subjects.

DISTINGUISHED PANEL SOOCHEONG (SHAWN) JANG, PH.D.

**HOSPITALITY AND TOURISM MANAGEMENT,
PURDUE UNIVERSITY**

Professor



Dr. Soocheong (Shawn) Jang is a Professor of Hospitality and Tourism Management at Purdue University since 2005. He was selected as a University Faculty Scholar at Purdue University and a Fellow at the International Academy for the Study of Tourism. Before joining Purdue University, Dr. Jang worked as Assistant Professor at Kansas State University, USA. Apart from his academic background, Dr. Jang has over ten years of industry experience working as an investment banker. Dr. Jang's research interests are in hospitality strategic management, service management, and business analytics. As a part of his research program, Dr. Jang has published more than 250 papers in top-tier refereed journals. Dr. Jang was a recipient of the W. Bradford Wiley Memorial Best Research Paper of the Year Award 2009, the Martin Oppermann Memorial Award for the JTTM Best Article of the Year 2014, and the Michael D. Olsen Research Achievement Award 2015, the Founder's Award 2024 at the Graduate Education and Research Conference in Hospitality and Tourism. Dr. Jang has presented his research at numerous international conferences. During the past 20 years, 26 of the presented papers were selected as among the best papers at the conferences. Dr. Jang has developed and now operates a business analytics center (CHIRIBA) within the White Lodging-J.W. Marriott, Jr. School at Purdue.

DISTINGUISHED PANEL SESSION : ACADEMIC SESSION

DISTINGUISHED PANEL **DENNIS REYNOLDS, PH.D.**

**CONRAD N. HILTON COLLEGE OF
GLOBAL HOSPITALITY LEADERSHIP,
UNIVERSITY OF HOUSTON**

Dean, Professor,
Barron Hilton Distinguished Chair



Dr. Dennis Reynolds proudly serves as dean of the University of Houston Conrad N. Hilton College of Global Hospitality Leadership. Prior to this appointment, he held the Ivar Haglund Endowed Chair of Hospitality Management and was the director of the Wine Business Management Program at the Washington State University Carson College of Business. A former J. Thomas Clark Professor of Entrepreneurship and Personal Enterprise at Cornell's School of Hotel Administration, Dean Reynolds earned both his doctorate and Master of Professional Studies there. He also received a Bachelor of Science in Hotel, Restaurant and Institutional Management from Golden Gate University. Dean Reynolds is ranked 15th among the world's most prolific hospitality-management authors; he has published more than 100 articles and six textbooks. He is a frequent and sought-after speaker across the globe and has served as a member of the editorial boards for all of the leading hospitality journals.

DISTINGUISHED PANEL **HAIYAN SONG, PH.D.**

**SCHOOL OF HOTEL AND
TOURISM MANAGEMENT,
HONG KONG POLYTECHNIC UNIVERSITY**

Associate Dean and Chair Professor



Professor Haiyan Song is currently Associate Dean and Chair Professor of the School of Hotel and Tourism Management at the Hong Kong Polytechnic University. His research interests are in the areas of tourism economics, tourism supply chain management and sustainable tourism development. He has published widely in these areas. Professor Song is an elected Fellow of the International Association for the Study of Tourism, and received the Life Time Achievement Award from the International Council on Hotel, Restaurant and Institutional Education (I-CHRIE) in 2010 and 2023, respectively. Professor Song is also a frequent speaker on such topics as tourism demand modeling and forecasting, tourism service quality and satisfaction research, and tourist sustainable behavior.

SESSION SCHEDULE

MONDAY, MAY 27, 2024
PRE-CONFERENCE DAY

15:00-17:00	<u>Pre-Conference</u>	<u>JDC Headquarter</u>
	STR Workshop (By Invitation Only)	
	Presented by Steve Hood, <i>Senior VP of Research for STR and Founding Director of the SHARE Center</i>	

TUESDAY, MAY 28, 2024

MAIN CONFERENCE DAY

8:00 **Registration desk open**

8:45-9:30 **Opening Ceremony** **Crystal Hall**

Opening remarks:

Dr. Ki-Joon Back,
University of Houston

Welcome remarks:

Dean Kaye Chon,
Hong Kong Polytechnic University

Welcome message:

Dr. Youngchul Yang,
*Jeju Free International City
Development Center (JDC)*

Congratulatory message:

Dr. Deog-Seoung Oh,
President of Woosong University

Mr. Seong Hoon Park,
*Head of Planning Office & Head of S-Lab,
Center for Social Value Enhancement
Studies*

TUESDAY, MAY 28, 2024

MAIN CONFERENCE DAY

9:30-10:20

Panel Discussion 1

Crystal Hall

Practical ESG Issues for Multiple Stakeholders

Moderator:

Dr. Minwoo Lee,
University of Houston

Panels:

Mr. Jin Ho Lee,
Shinwha World Resort and Hotels

Dean Pornpisanu Promsivapallop,
Prince of Songkla University

Mr. Steve Hood,
Smith Travel Research (STR)

10:20-11:45**ESG Global Student Challenge****Crystal Hall**

Undergraduate and Graduate
Student Presentations

Moderator: Dr. Jaewook Kim

		Authors	Title
Undergraduate Student Presentation	1	Ho Lam Chung, Wei Xiang Lim, Zekai Chen, and Ada Lo	GREENIE, a one-stop online search platform for browsing hotel's ESG commitments and performance benchmarking
	2	Emily Yeh, Xavier Thierry, Jeonguk Yoon and Yoon Koh	A novel approach to solve the labor shortage challenge in the cruise industry
	3	Hoi Lam Poon, Mina Kang and Sung In Kim	Trash to Trend (T2T): Upcycling Hotel Waste into Fashionable Treasures
Graduate Student Presentation	1	Sisi Su	Empowering Women through Community-Based Tourism: Perspective from Fuliang County in Jiangxi Province
	2	Ran Zhao, Chuyun Han and Michael S. Lin	The Influence of ESG Strategy Implementation among Hospitality SMEs: Cost and Benefit Analysis
	3	Yun-Na Park, Minjung Shin and Ki-Joon Back	The impact of moral identity and reduced psychological distance on the willingness to support ESG goals, with group categorization as a moderator.
	4	Simon Hahn	Environmental, Social, and Governance (ESG) Practices In Hospitality Firms: A Comparison With Non-hospitality Firms
	5	Qianni Zhu and Pei Liu	Effect of Message Framing Strategies on Consumer Dining Behaviors in Hotel Restaurants
	6	Fiona Chi and Dan Wang	Using AI-generated Content to Nudge Hotel Consumer's ESG Behavioral Intentions
	7	Grace Kim and Dustin Maneethai	Unseen Forces: Understanding the Influence of Moral Emotions in Response to Sexual Harassment
	8	Yoojin Noh	Eliciting customers' engagement on hotel green practices: Application of nudging theory
	9	Cong Thanh Nguyen, Hoang Tran Phuoc Mai Le and Tien Chau Thuy Huynh	Green Social Media Influencers' Characteristics Driving Trust, Parasocial Relationship, Green Behaviors: The Moderating Effects of Consumers' Environmental Factors
	10	Sungyeon Ryoo, Minjung Shin and Ki-Joon Back	Increasing ESG engagement of Gen Z, Millennials: Motivation to create user-generated content
	11	Zhanyue Zhang, Deniz Kucukusta and Deniz Kucukusta	The Impact of Hotel ESG Practices on Wellness Tourists' Travel Intentions and Health Well-being

12:00-13:15**Lunch - Sponsored by JDC****Crystal Hall**

13:30-14:45 Concurrent Session 1

Amethyst Hall

Stand-Up Presentations

ESG – JDC Sponsored Session: Community Wellness

Moderator: Dr. Minjung Shin

Authors	Title
Xuejie Qiu, Fei Hao and Hengyun Li	Sustainable tourism research in China: Review of its evolution and new trends
Jaebeom Suh, Seongbae Lim, Steve Sohn and Paradise Park	An Exploratory Study of Korean-American Seniors' Preference for Senior Town in Korea: ESG Perspective
Wai Ching Wilson Au and Pearl M C Lin	NUDGING WITH COLORS: PROMOTING A HEALTHIER DIET IN THE SENIOR TOURIST MARKET
Sung In Kim, Heewon Kim, Jaehee Gim and Soona Park	How Can Hotels Co-create Value through the Localized Mini Bar in the Room: Discrete Choice Modeling Approach with CSR strategies and local products

Sapphire Hall

ESG – Innovative Technology Session

Moderator: Dr. Kwangsoo Park

Authors	Title
Qingyan Zheng, Xinyue Ni and Dan Wang	Refining Hotels' ESG Communication: The Power of Medium Framing on Social Media
Jingxian Liu, Fei Hao and Chen Zhang	Investigating the Mediating Role of Psychological Needs Satisfaction between Virtual Tour Experience and Tourist Satisfaction
Minwoo Lee, Hs Chris Choi, Myunghye Ha and Woojin Lee	Integrating Digital Transformation and ESG: Conceptualizing Corporate Digital Responsibility in the Tourism, Hospitality and Event Industry

14:50-16:05 Concurrent Session 2

Amethyst Hall

Stand-Up Presentations

ESG – Consumer Behavior Session

Moderator: Dr. Jaebeom Suh

Authors	Title
Pei Liu, Han Wen and Anna Mattila	Factors Affecting Consumers' Organic Food Purchase Behaviors when Traveling
Pearl Ming Chu Lin, Summer Juan Xia, Vicky Tsui Yan Leung and Wilson Wai Ching Au	Exploration of dining experiences of tourists with dietary restrictions
Feng Lin, Kisang Ryu and Jenny Kim	Understanding the importance of café portable cup design and environmental concern on consumers' green purchase behavior: Case of Starbucks portable cup

Sapphire Hall

ESG – Operation & Management Session

Moderator: Dr. Jinsoo Lee

Authors	Title
Jinah Park, Yixing Lisa Gao and Xiaolu Janice Guo	Visualizing sustainability: The impact of virtual hotel tours on customer perception and engagement with hotels' ESG practices
Michael S. Lin and Hengsong Oliver Ye	ESG Scores and Their Differential Impacts on Financial Performance in the Hospitality Industry
Chihyung Ok, Hyojung Jung and Kwangsoo Park	Are we ready to include people with disabilities as colleagues?

16:15-17:10 Concurrent Session 3

Crystal Hall

SK CSES Special & 3 Minute Power Talk Session

Moderator: Dr. Minwoo Lee

SK CSES Special Talk

Mihyun Yoo	A Comparison Study of Korea and China on ESG public awareness with ESGame (The binary option questionnaire Game)
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3 Minute Power Talk

Jinsoo Lee, Nelson Tsang, Sung Gyun Mun, Maxime Wang, Crystal Shi and Neil Li	Developing and validating a scale for environmental, social, and governance (ESG) issues of Convention and Exhibition (C&E) centers in Hong Kong
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Seunghun Shin	Understanding the Impact of User Comments on ESG Advertising Perception in Hospitality Social Media Campaigns
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Hyekyung Park	Unveiling Frontline Employees' Role Conflict and Coping Behavior in Corporate Digital Responsibility
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Dustin Maneethai	Enhancing Social Impact through a Climate of Diversity: The Impact on Psychological Wellbeing and the Moderating Role of Racioethnicity
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17:15-18:05

Panel Discussion 2

Crystal Hall

Academic ESG Research Idea
Generation

Moderator:

Dr. Jaewook Kim,
University of Houston

Panels:

Dr. Dennis Reynolds,
University of Houston

Dr. Haiyan Song,
Hong Kong Polytechnic University

Dr. SooCheong Jang,
Purdue University

18:20-20:15

**Award Dinner and
Closing Ceremony**

Crystal Hall

Closing remarks:

Dr. Changyong Yang,
Jeju National University

Dr. Dennis Reynolds,
University of Houston

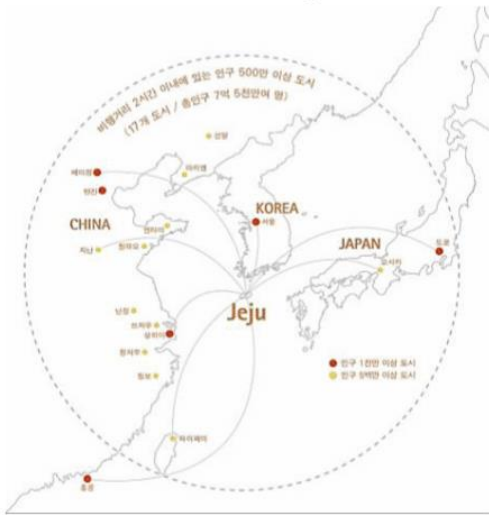
Dr. Choong-Ki Lee
Kyunghee University

* May 29, 2024 (Wednesday): Post-Conference Day OPTIONAL Field Trip

The graphic features a dark blue background with a faint, stylized image of a modern city skyline, including a prominent skyscraper. Two thick, wavy, golden-yellow bands frame the top and bottom of the text. The text is centered and reads:

2024 GLOBAL ESG CONFERENCE **SPONSORS**

Where is Jeju ?



Jeju, geographically located at the center of Northeast Asia, has 3 UNESCO Natural Heritage sites, and has been selected as one of the World's 7 Wonders of Nature. Jeju is proud of its wonderful natural environment and a unique culture of island. Jeju is equipped with social overhead capital (SOC) including an airport, seaports, and roads, based on differentiated policies with self-governing system. Thanks to these strengths, Jeju has infinite potential to become a true "free international city" where the convenience of enterprise and international transport of people, products, and capital are ensured.

What makes Jeju as a Free International City ?



Free International City that allows visa-free entry (for 180 countries)



Differentiated system from other local governments based on the Jeju Special Act



Jeju Investment Promotion District system unique in Korea and equal for locals and foreigners



Around 60 domestic/foreign cities with a population of 1 million or more located within 2 hours of flight

General Status of Jeju (2023)

Population	675,000
Tourists	13.8M
GRDP	KRW 21T(USD 15.3B)
Area	1,850.1km ² (457,170ac)

What JDC do ?



A global leader in creating future value for Jeju, Jeju Free International City Development Center (JDC) is a public enterprise under the Ministry of Land, Infrastructure and Transport founded to establish a specifically Jeju-style free international city in which growth and coexistence form perfect harmony within Jeju.

Built on the successful foundation of Jeju Free International City, JDC has been carrying out core projects in healthcare, education, tourism, and other high-tech fields for a better future. Through new projects aimed at creating value for Jeju, JDC pursues sustainable operations and the path as a creator of the free international city platform.



Main projects of JDC

Hub of Education in Northeast Asia



Global Education City

- Daejeong-eup, Seogwipo-si, Jeju
- 3,791,000m²
- International Schools(NLCS, BHA, SJA, KIS)
- 4 Brands of school & 4,080 students in total
- Reduction of KRW8,25billion amount of costs for studying abroad

A Bridgehead for growth of Tech Business



Jeju Science Park I

- Ara-dong, Jeju-si, Jeju-do
- 1,098,878m²
- With 160 companies including Kakao Corp.
- Total Sales approx. KRW 3,300billion
- 2,700 employees
- Operating Jeju Innovative Growth Center

A Global medical tourism complex



Healthcare Town

- Donghong&Topyung-dong, Seogwipo-si, Jeju
- 1,539,339m²
- The core infrastructure leading the medical industry and tourism
- Operating the Medical Service Center

Special Theme of Jeju Culture



Myths and History Theme Park

- Seogwang-ri, Andeok-myeon, Seogwipo-si, Jeju
- 3,985,601m²
- Promoted Investment KRW1,975billion
- 1,649 employees for Resorts
- Supporting to establish a local enterprise

A brand-new nest for people in Jeju



Public Rental Housing

- Wolpyeong-dong, Jeju-si, Jeju
- Land Area 47,036.70m² / Building Area 12,940.50 m²
- 402 rental houses for the young
391 10-years-rental houses for non-house-owned people

All about Aerospace Science



Jeju Aerospace Museum(JAM)

- Seogwang-ri, Andeok-Myeon, Seogwipo-si, Jeju
- Exhibiting Area 11,069.97m²
- Educational experience of Aerospace Science
- Agreements with domestic & international Museums
- Operating Sectors of Aero History, Astro-space, Theme Theater, Outdoor Exhibition

CULTURAL TOURISM

- **Local Cultural Resources:** Unique tourism products from local history, tradition, art.
- **Festival Planning:** Complete festival management for locals and tourists.

CONVENTIONS

- **Cutting-Edge Tech:** Immersive experiences with VR and AR.
- **Global Events:** Managing international conventions seamlessly.

DESIGN FOCUS

- **Experience Design:** Innovative and user-focused, ensuring memorable interactions.

CONSULTING & TRAINING

- **Tourism Consulting:** Expert advice on cultural resources and festival planning.
- **Restaurant Consulting:** Enhancing dining experiences and developing culinary tourism.
- **Education Programs:** Training in convention planning, operation, and marketing.

ECONOMIC IMPACT

- **Revitalization:** Boosting local economies through events and job creation.

INNOVATION & FUTURE

- **Professional & Innovative:** Enhancing services continually.
- **Future Strategies:** AI-powered services and virtual events in the metaverse.

ESG COMMITMENT

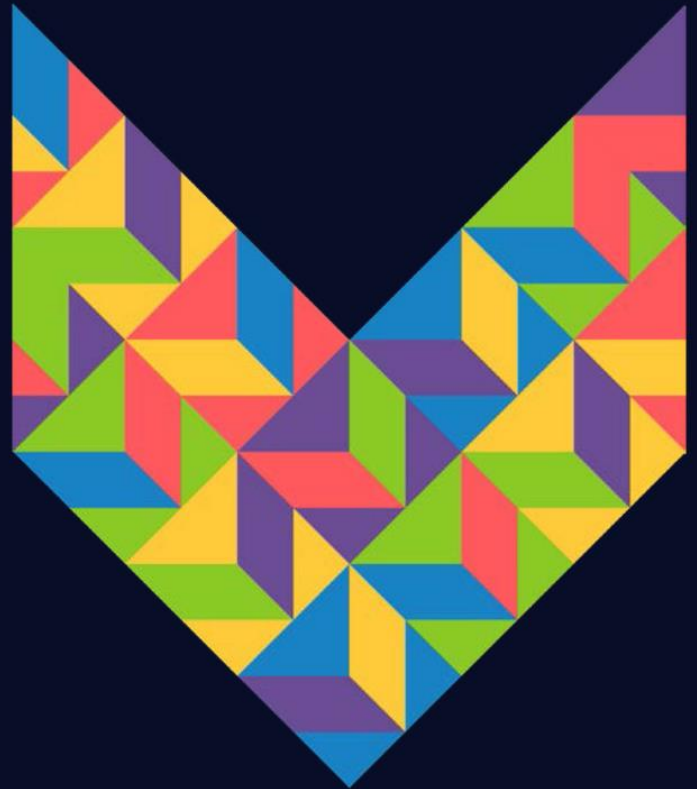
- **Sustainable Growth:** Upholding environmental, social, and governance principles.

Experience the Maker's Valley Difference Today!

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[mv230815@naver.com]

**Maker's
Valley** 
(주)메이커스밸리



REDEFINING CULTURAL TOURISM AND CONVENTIONS

Social Value Hub

Center for Social value Enhancement Studies

CSES | 사회적 가치 연구원
Center for Social value Enhancement Studies

Mission

CSES measures social value, research innovative solutions to social issues, and connects the people who will join this effort.

Vision

A Social Value Hub that creates greater value by connecting knowledge and people.

Social Value Hub

Center for Social value Enhancement Studies

8F, KCCI Bldg., 39, Sejong-daero, Jung-gu, Seoul, 04513, Republic of Korea

Email info@cses.re.kr Tel +82-2-6275-0410 Fax +82-70-5176-4269



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SVHub



YOUTUBE

01

Social Value Measurement

If social value can be measured monetarily like economic value, and if the methods and outputs can be developed to be market-acceptable, more organizations will strive to create social value. CSES researches and disseminates methodologies to monetarily measure social value created by a wide range of organizations, including social enterprises, for-profit companies, as well as public and nonprofit organizations.

Measurement

Social Performance



Double Bottom Line (DBL)

Pursuit of DBL means pursuing both economic and social value creation across business activities.



Related Research/Project

- Research for social performance measurement and developing measurement methodology
- Partnership with for-profit / non-profit / public / international organizations and municipal governments for social performance measurement
- Research for impact valuation methodology
- Measurement training/advisory

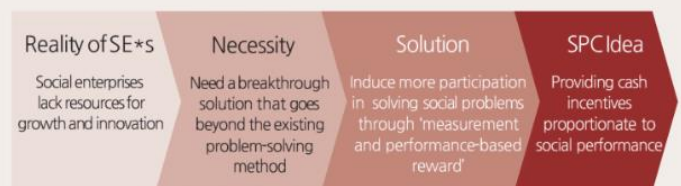
02

Social Progress Credits

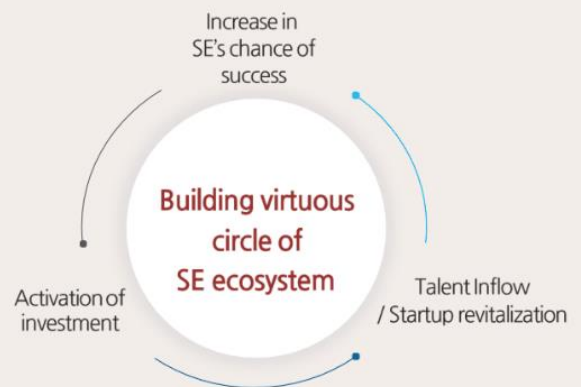
SPC is an incentive mechanism that measures the degree of social performance of social enterprises in monetary value and provides cash incentives in proportion.

It was first proposed by Tae-won Chey, Chairman of SK Group in South Korea, at the WEF Davos Forum in 2013. The basic idea behind SPC is that corporates will more strive for social innovation if social performance are acknowledged and rewarded by the market system.

Social Progress Credit



*SE : Social Enterprise



Related Research/Project

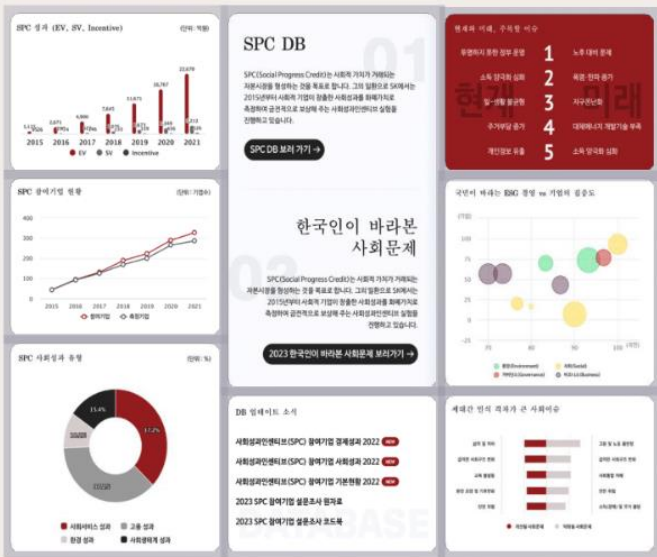
- SPC Experimental Design
- Recruitment and management of SPC participating SEs
- Social performance measurement and incentive provision for SPC participating SEs
- SPC institutionalization and global partnerships
- Verification of SPC effectiveness

03

Social Value Data & Academic Research

Social value is not a specific major or academic discipline, nor is it the domain of specialists only. Gathering knowledge, experience, and data of scholars from different disciplines and field experts who are interested in creating social value will lead to the ideas for a better society. CSES aims to be a knowledge platform in this end.

CSES Database



Social value database



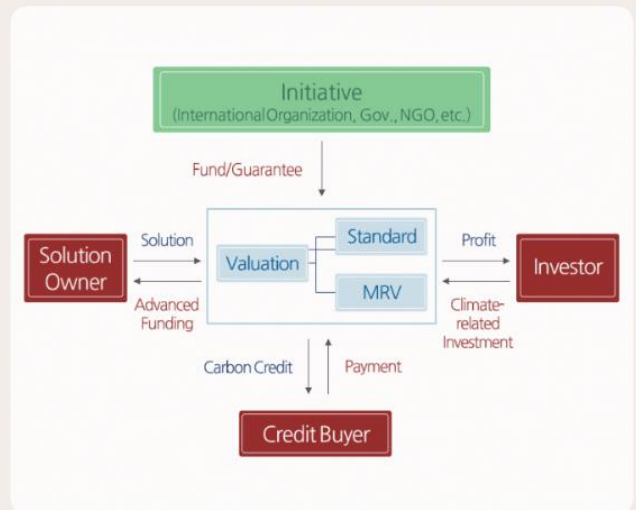
Related Research/Project

- Open data and survey of social issue and social enterprise
- Social value research / education support program
- Cultivating talented people to create social value
- Research for ESG measurement / trend
- Research for social value accounting standards / policy

04

Environmental Protection Credits

Environmental Protection Credit(EP) is an incentive mechanism based on the emission reduction potential(ERP) that enables early compensation for the climate solution owners. Designed to boost carbon emissions reduction, EP facilitates development and commercialization of innovative solutions that have had difficulties in attracting investment despite their high reduction potential due to their less mature technologies, thereby making the efforts to reach net zero more effectively.



Related Research/Project

- Research for ERP estimation by aggregating and compiling data on climate technologies and market intelligence through meta-analysis
- Identification of important indicators to help businesses plan investments and R&D projects, and investors make decisions on solutions
- Provision of data for policymakers
- Projects to raise public awareness on the significance of innovative climate technologies and their pivotal roles in responding to climate change

2024 행복해남!

해남형 ESG로 살기 좋은 해남을 만들어가요!

탄소 중립도시 완성
청정해남

안전망 구축
함께해남

공정한 윤리경영
청렴해남

환경 Environment

기후변화 대응 | 친환경 | 탄소저감

사회 Social

안전망 구축 | 경제활력 제고 | 교육·공동체 육성

지배구조 Governance

청렴한 공직문화 | 혁신과 참여행정 | 건전재정

HUBS Mission and Vision

Mission

To develop a new business education model and foster future-oriented leaders to lead the ever-changing society

Vision

To become a leading business school in the world



Courses

Core Area	Course Title
Managerial Profession	<ul style="list-style-type: none">• Principles and Practices of Management• Business Innovation and Creativity• Corporate Finance and Capital Markets• Management of Human Resources• Marketing in the Digital Age• Strategic Management• Design Thinking and Business Innovation
Asian Expertise	<ul style="list-style-type: none">• Asian Business Trend• Asian Business and Marketing• Asian Market and Industry• Understanding Asian Culture and Society
Digital Awareness	<ul style="list-style-type: none">• Organizations in the Digital Age• Data and Digital Transformation• Business Analytics
Global Sensibility	<ul style="list-style-type: none">• International Business Communication• Understanding Global Business
Field Sensibility	<ul style="list-style-type: none">• Asian Business Field Project• Korean Business Field Project• Korean Industry Study• Korean ICT Industry

Application

Requirements for Application	<ul style="list-style-type: none">• Certain level of English fluency is required as all courses are delivered in English.• Bachelor's degree from 4-years college or equivalent is required.• Business and Management experience is preferred.
Scholarships Opportunities	<ul style="list-style-type: none">• Check the application guideline posted on the website during the application period.
Application Schedule	<ul style="list-style-type: none">• Spring Semester: At the end of September• Fall Semester: At the end of March



HANYANG UNIVERSITY

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HANYANG UNIVERSITY GRADUATE SCHOOL OF BUSINESS

2024 HANYANG INTERNATIONAL MBA KABS TRACK

Korea & Asia Business Study



Dr Alexander Grunewald
(Ph.D. 2010)
Managing Director
Accenture

Dr Daisy Fan
(Ph.D. 2016)
Principal Academic
Bournemouth
University

Dr Edward Roekaert
(D.HTM 2014)
Rector
Peruvian University
of Applied Sciences

Mr David Lau
(MSc 2013)
CEO
Ocean Sky Hotel
Management Ltd

DO YOU KNOW US?

You might see some familiar faces because we're all graduates of the School of Hotel and Tourism Management (SHTM) at The Hong Kong Polytechnic University.

Ranked No. 1 in the world in the "Hospitality and Tourism Management" category in ShanghaiRanking's Global Ranking of Academic Subjects 2023, placed No. 1 globally in the "Commerce, Management, Tourism and Services" category in the University Ranking by Academic Performance in 2022/2023, rated No. 1 in the world in the "Hospitality, Leisure, Sport & Tourism" subject area by the CWUR Rankings by Subject 2017, and ranked No. 1 in Asia in the "Hospitality and Leisure Management" subject area in the QS World University Rankings by Subject 2024, the SHTM ensured that we would gain international recognition for the calibre of our learning. Over the years, we've put the knowledge and skills we gained into practice as proud professionals in the hotel, travel and tourism fields. The cosmopolitan mix of our classes - with participants hailing from Denmark, Hong Kong, Korea, mainland China, Peru, Romania and the USA - is further testament to the SHTM's well-earned international reputation.

We invite you to advance your career in a dynamic global industry by enrolling in one of the SHTM's highly tailored programmes, led by a strong international team of over 90 faculty members from 20 countries and regions around the world. The various programmes in hotel and tourism management lead to Doctor of Philosophy, Doctor of Hotel and Tourism Management, and Master of Science degrees.

Find out more about this world-class hotel and tourism school by visiting <https://www.polyu.edu.hk/shtm>.

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Conrad N. Hilton College of
Global Hospitality Leadership
UNIVERSITY OF HOUSTON

8 HIGHLIGHTS OF OUR FACULTY

1 Ranked in 101 – 150 in the world in Hospitality and Leisure Management by **QS World University Rankings**



2 International education

- International programs with 30 years of experience and at least 25% international students
- Programs certified by **UNWTO.TEDQUAL** and **AUN-QA**
- 13 international faculty staff members and 21 Thai faculty members who have international qualifications and industry experience



3 Phuket - Natural labs for hospitality and tourism

- World-class tourism destination
- Home to more than 3,000 hotels



4 Strong international networks

- Lots of exchange opportunities
- More than 30 scholarships for overseas exchange programs are on offer each year



5 Strong industry networks

- Internships and work integrated learning (WIL)
- Guest lecturers from industry
- Field trips/case studies
- Industry projects with leading hospitality and tourism organisations



6 State of the art teaching facilities and laboratories



7 Active learning emphasis

8 Lots of student support

- Language support center
- Career support center
- Various scholarships are on offer each year
- Social and cultural activities



FACULTY OF HOSPITALITY AND TOURISM

Prince of Songkla University, Phuket Campus

UNDERGRADUATE DEGREES:

- BBA in Hospitality Management
- BBA in Tourism Management
- BBA in Business Innovation Management

GRADUATE DEGREES:

- MBA in Hospitality and Tourism Management
- Ph.D. in Integrated Hospitality and Tourism Management

