**Government and Industry partnerships**



1. What did South Korea achieve in 2014?
2. What are some examples of significant business events that have been held in Seoul? Why do you think these events are significant?
3. When you look back at the temporal patterns for tourism in Seoul and South Korea can you see the influence of Government and industry partnerships?
4. How does the IT sector support Seoul to function as a successful business event tourism destination?
5. How is the transport network in Seoul an advantage for tourism?
6. What is the role of Seoul MICE?
7. How significant is the Seoul metropolitan government’s role in supporting business event tourism? What incentives are there for people to hold their business event in Seoul?
8. Construct a diagram to show the interaction between different groups and organisations in the context of business tourism. Your groups could include:

|  |  |
| --- | --- |
| Seoul Mice | Seoul Metropolitan Government |
| Hotels | Transport providers |
| Retailers | IT providers |
| Specialist groups eg. linguists | Entertainment providers |

1. What factors have had a bigger influence on business event tourism in Seoul?

* Transport networks
* IT industry
* Government and industry partnerships