

## **Serviceology of Hospitality and Tourism**

*Organized by*

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This session is to discuss an exploratory paradigm for investigating the core contents of hospitality and tourism serviceology. What is serviceology? This question would be answered by searching for the scientific paradigm in terms of ontology, epistemology, and methodology of services. The terminology contains the convergent phenomena covering all social sciences' topics related to services. Serviceology can be defined as a framework for creating sustainable values, revealing four pillars (humanity, creativity, community, and quality of life) through awareness of internal and external interdependence and mutual interaction in the service system. This special session is also to aim at providing collaborative opportunity among scholars in hospitality and tourism research on services. This session will represent main vision and objectives of scientific framework for fostering the creative human resources for the hospitality and tourism industry.

Abstracts of no more than 350 words should be submitted electronically to Prof. Chulwon Kim ([kimcw@khu.ac.kr](mailto:kimcw@khu.ac.kr)) by **1<sup>st</sup> June 2018**. For further enquiries regarding conference fees and program, recommended accommodation, and registration form, please visit the following website: <http://iatour.org>