

## **A Study on Importance about Composing Factors of Fashion Convention Industry through Delpai Analysis**

**Moon-Sook Kim, Hyun-Nam Oh and Hyun-Ah Kim**

Department of Costume, Graduate School of Seoul Women's University

The convention industry is called a new industry of high added value, 21C' industry, total service industry is in domestic · externally very view being light industry, is industry that retain activation of bloc economy, shopping and domestic demand growth, image enhancement of hosting area, job creation, update and technology picking up as well as national income enlargement, ripple effect of related industry etc.. economical, social, culturally much effect also.

Convention is very various according to the personality until holding · operation step in and therefore, synthetic knowledge need absolutely about highly professionalism and convention for successful convention holding.

Research about facility and service satisfaction, economy effect of research that consist until present in spite of ripple effect and importance of this convention industry is large majority laying stress on international conference mainly, establishment of measurement area is indistinct and research about estimation measure of general convention industry is real condition that is unprepared. Research for factor of fashion convention industry can talk as work that it is sense research about fashion convention industry in wholly lacking situation hereupon.

Therefore, the purpose of this study is to establish concept and type of fashion convention industry based on priority convention theory and second, in fashion convention industry by type importance analyzes difference drawing urea that is composing fashion convention industry differentiation that present done activation way be.

Applied Delpai analysis techniques that is used much by method to depersonalise this when method of study is seldom data about present state and specialists' opinion is unique data, and was enforced over 2 round to specialists of fashion convention industry field.

The result of this study is as following:

First, The result that classify exhibition and collection in main form in fashion convention industry was classed by 5group -

1. Exhibition/fiber · material/buyer
2. Exhibition/clothing · fashion/buyer
3. Exhibition/machine · appliance/buyer
4. Collection/clothing · fashion/buyer
5. Collection/clothing · fashion/general-

and each main target recognized buyer. Exhibition sees from target to all buyers independently of interest field, and was choosing general including press, invitation customer to main target case of collection.

Second, fiber · material exhibition thinks facility most heftily but on what part on the whole preponderance without being done progress, human, distribution that choose communication appear. Clothing · fashion exhibition importance of progress appeared higher unlike other type and weight of facility of collection(buyer target) and machine · appliance exhibition appeared high. Although weight of facility appeared high as well as collection that do participation subject to general, difference with progress factor did not appear notably like collection(buyer target) and machine · appliance exhibition.

Third, there was some weight difference in type in result that 2 steps importance examines comparison but event space, public information, needed personnel's specialization, communication between promoter and support organization appeared most heftily in general.

Fourth, whole high position 10th as result that 3 steps importance compares order, event place, public information schedule, event space amount · number, customer disposal ability, know-how, public information medium, kindness, event space interior, public information publication, business competency.

Point that must consider differentiation to present done activation way in fashion convention industry on the basis is as following. First, countenance as international event is case of collection that do to fiber · material exhibition, clothing · fashion exhibition, general supplements more software (security of professionalism) because progress factor's importance appears high unlike other type. Second, case of collection that do to buyer target, machine · appliance exhibition may have to do care in event space preparation for fashion convention holding because facility factor is embossed most notably.

This study has a great significance as an initial step in Korean fashion convention industry which has a potential power to develop.