

HANYANG UNIVERSITY

H A N Y A N G U N I V E R S I T Y

Graduate School of  
International Tourism

Graduate  
School of  
International  
Tourism



**HANYANG UNIVERSITY**  
GRADUATE SCHOOL OF  
INTERNATIONAL TOURISM

222 Wangsimni-ro, Seongdong-gu, Seoul 133-791, Korea  
Graduate School of International Tourism

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**HANYANG UNIVERSITY**

## Introduction

The Graduate School of International Tourism was established in March of 2000 with the purpose of providing a world class education to tourism experts in Asia and beyond. It is divided into the Department of International Tourism, which includes Tourism and Hospitality Administration and Convergence Tourism Policy and Development, and the Department of Entertainment. As it is aimed at professionals, it is an evening program which can be completed in two and a half years, with classes held two evenings a week.

The program is well known as one of the top tourism programs in Korea, with graduates active in all areas of the tourism and leisure industry. Indeed, most of the students attending are currently employed in the tourism industry at organizations such as the Ministry of Culture and Tourism, Korea Tourism Organization, regional governments, research institutes, hotels, travel agencies, resorts, airlines, entertainment agencies, event planning agencies, cruise ship companies, as well as companies in the festivals and leisure industries. Graduates become a part of this powerful and influential network and find that the connections made at the Hanyang University Graduate School of International Tourism last a lifetime.

In addition to a strong network within Korea, students can develop an international network through lectures from international tourism educators, fellow international students, and international academic exchanges with such prestigious universities such as Hong Kong Polytechnic University, England's University of Surrey, Shanghai Normal University, Japan's Rikkyo University, and Thailand's Chulalongkorn University.

The Graduate school of International Tourism at Hanyang University also offers special lectures from leaders in the tourism and leisure industry, high-tech learning educational facilities, and a scenic campus in central Seoul.



## Dean's Greeting

In today's world, the tourism industry is more important than ever. It is a major growth engine and job creator and there is great competition among countries to attract foreign tourists and reap the advantages of this dynamic industry. In order to become a major global destination, countries must groom adaptive, innovative and creative tourism professionals. It is the aim of The Graduate School of International Tourism at Hanyang University to do just that.

The Graduate School of International Tourism brings together experts and students from a wide range of industries to provide students with a well rounded tourism education and train them to succeed in this ever changing global economy. We welcome students from a wide range of backgrounds to join us, grow with us, and make a big contribution to the expanding and developing world of tourism and leisure.

Thank you.

**Kim, Nam Jo** Ph.D.

The Dean of Graduate School of International Tourism  
Hanyang University  
Seoul, Korea



## Graduate School Guide

### Departments and Majors

- \* Department of International Tourism: Tourism and Hospitality Administration, Convergence Tourism Policy and Development
- \* Department of Entertainment: Entertainment Contents

### Degrees Awarded

- \* Masters of International Tourism (Tourism and Hospitality Administration/Convergence Tourism Policy and Development)
- \* Masters of Entertainment (Entertainment Contents)

### Features

- \* Involvement in networks with prominent CEOs  
Learn from and connect with prominent leaders in the tourism and leisure
- \* Professional and international level education  
Learn along with other professional from Korea and abroad, take classes from distinguished international lecturers, and do an international exchange
- \* Implementation of practical education  
Get hands-on practical education through regular site visits within Korea and abroad
- \* Firm ties among members of the Graduate School of International Tourism  
Opportunities to develop meaningful and professional relationships between students and alumni

### Academic Calendar

- \* Semesters
  - Spring Semester: early March to mid June
  - Autumn Semester: early September to mid December
- \* Lectures
  - Opening day of classes: usually Tuesdays and Thursdays
  - Classes Hours: 7:00 p.m. to 10:00 p.m.
  - Required Enrollment: three courses per semester  
(Total five semesters required to graduate)

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Introduction of Majors

International Tourism (Tourism and Hospitality Administration)

Tourism and Hospitality majors will learn to respond flexibly and effectively manage continuous changes in the dynamic tourism industry through professional knowledge and the ability to apply it in the field.

International Tourism (Convergence Tourism Policy and Development)

Majors in Convergence Tourism Policy and Development will be able to make an enormous contribution to central and local governments in their efforts to distinguish themselves and become major global players in tourism. They will learn to analyze and develop policies related to such areas as resort development, tourism resources and product development, tourism development investment, tourism information and planning, tourism marketing, and tourism geography.

Entertainment (Entertainment Contents)

Those who study Entertainment Contents will learn to creatively address changing needs by focusing on notions of happiness, pleasure, and joy. They will conduct research in various fields ranging from movies and animation to games and characters all based on the phenomenon of leisure and tourism. They will come to possess a keen understanding of both the Korean entertainment market and global trends in order to bridge differences and strengthen similarities in the vast field of entertainment.

Curriculum

Graduate  
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Tourism



Tourism & Hospitality Administration	Common compulsory	GENERAL TOURISM THEORY RESEARCH METHOD STATISTICS IN TOURISM & ENTERTAINMENT TOPIC OF TOURISM BUSINESS
	Major compulsory	UNDERSTANDING OF LEISURE STUDIES STRATEGIC MANAGEMENT IN THE HOSPITALITY & TOURISM INDUSTRY THE MARKETING
	Major elective	MANAGEMENT IN THE FOOD SERVICE INDUSTRY LEISURE & TOURISM INFORMATION ANALYSIS ON INTERNET LEISURE & TOURISM BEHAVIOR UNDERSTANDING OF CULTURAL TOURISM STUDIES FINANCIAL ANALYSIS & INVESTMENT IN THE HOSPITALITY & TOURIM INDUSTRY ORGANIZATIONAL BEHAVIOR IN THE HOSPITALITY & TOURISM INDUSTRY GLOBAL CASE STUDY IN THE HOSPITALITY & TOURISM INDUSTRY CONSUMER BEHAVIOR & MARKET RESEARCH IN THE HOSPITALITY RESORT & HOTEL MANAGEMENT CASINO & HOTEL MANAGEMENT AIRLINE & TRAVEL TRANSPORTATION STUDIES ON 21C'S LEISURE INDUSTRY TRAVEL AGENCY MANAGEMENT IN 21C SPECIAL PROJECT ON LEISURE & TOURISM INDUSTRY TREND ANALYSIS IN THE TOURISM & HOSPITALITY INDUSTRY RESEARCH IN THE TOURISM & HOSPITALITY INDUSTRY HOTEL MARKETING SERVICE MANAGEMENT TOURISM CASE STUDY CONSUMER BEHAVIOR FOR THE HOSPITALITY & TOURISM INDUSTRY
Convergence Tourism Policy & Development	Common compulsory	GENERAL TOURISM THEORY RESEARCH METHOD STATISTICS IN TOURISM & ENTERTAINMENT TOPIC OF TOURISM BUSINESS
	Major compulsory	UNDERSTANDING TOURISM POLICY INTRODUCTION TO TOURISM DEVELOPMENT UNDERSTANDING SUSTAINABLE TOURISM RESOURCES
	Major elective	INTERNATIONAL TOURISM POLICY COMPARATIVE TOURISM POLICY REGIONAL TOURISM POLICY TOURISM INDUSTRY POLICY SPECIAL ISSUE IN TOURISM POLICY RESORT PLANNING & MANAGEMENT THEME PARK DEVELOPMENT TOURISM GEOGRAPHIC INFORMATION PLANNING & DEVELOPMENT INTRODUCTION TO TOURISM RESOURCES ECONOMICS GREEN TOURISM TOURISM GEOGRAPHICS TOURISM POLICY RESEARCH CONSULTING METHODS ON TOURISM RESOURCE DEVELOPMENT ECO-TOURISM DEVELOPMENT RESEARCH CASE STUDIES IN INTERNATIONAL TOURISM RESOURCE DEVELOPMENT TOURISM DEVELOPMENT TOPICS SPECIAL ISSUES ON INTERNATIONAL TOURISM DEVELOPMENT TOURISM STATISTICAL ANALYSIS
Entertainment Contents	Common compulsory	INTRODUCTION TO ENTERTAINMENT RESEARCH METHOD STATISTICS IN TOURISM & ENTERTAINMENT CEO TEAM TEACHING
	Major compulsory	ENTERTAINMENT CONTENTS CREATIVE PLANNING FESTIVAL AND EVENT STUDIES FUN MARKETING STRATEGY CULTURE TOURISM CONTENTS
	Major elective	DIGITAL ENTER CONTENTS FUNSHIP CLUTURAL CONTENTS ONLINE WORLD CONTENTS MARKET TRENDS ENTERTAINMENT BUSINESS ANALYSIS CONTENTS DEVELOPMENT TEAM PROJECT CEO OMNIBUS SEMINAR CONTENTS TRENDS ANALYSIS THESIS PREPARATION LEISURE & ENTERTAINMENT BEHAVIOR CULTURE CONTENTS TRENDS & DEVELOPMENT PROJECTS ANALYSIS OF ENTERTAINMENT CONTENTS ISSUES





Professors and Guest Speakers

Professor, Kim, Nam Jo

Penn State Univ. Ph.D. in Tourism  
Tourism Resources, Sustainable Tourism, Low  
Carbon Green Tourism

Professor, Lee, Youn Taek

George Washington Univ. Ed.D. in Tourism  
Tourism Policy, International Tourism, Tourism  
Research Methodologies

Professor, Choi, Seung Dam

Texas A&M Univ. Ph.D. in Tourism  
Tourism Development, Tourism Plan, Tourist  
Attraction Marketing

Professor, Cho, Min Ho

Virginia Tech Univ. Ph.D. in Hotel and Tourism  
Management  
Hotel and Restaurant Management, Tourism  
Investment, Quality of Service

Professor, Lee, Hoon

Penn State Univ. Ph.D. in Leisure and Tourism  
Theories of Leisure and Tourism, Tourism and  
Event Festival, Alternative Tourism

Assistant Professor, Jeong, Chul

Univ. of Florida. Ph.D. in Tourism  
Tourism Information Management, Analysis  
of Tourism Case Studies

● Honorary Professors

Emeritus Professor, Sohn, De Hyun

Korea Univ. Ph.D. in Business Management  
Tourism Marketing, Cultural tourism,  
Theories of Leisure and Tourism

● Adjunct Professor

Kang, Woo Hyun

Graduate School of International Tourism,  
Hongik University, CEO of Nami Island Inc.

Kang, Hyung Chul

Graduate School of International Tourism,  
Hanyang University, Managing Director of  
globalMedinetworks

Kil, Ki Yeon

Graduate School of International Tourism,  
Korea University,  
CEO of Korail Tourism Development

Noh, Jun Seok

Graduate School of International Tourism,  
Chungang University, Team leader of Korea  
Creative Content Agency

Seo, Jung Hoe

Graduate School of International Tourism,  
Nevada State University, Chairman of Hotel  
Ambassador

Park, Sang Kwon

Graduate School of International Tourism,  
Sunmoon University, CEO of Pyeongwa Motors  
Corporation

You, Dong Soo

Graduate School of International Tourism,  
SungKyunKwan University, CEO of Lotte Tourism

Shin, Hye Ran

Graduate School of International Tourism,  
Graduate School of Sociology, Hosei University,  
Executive Director PENTA International Travel Inc.

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International  
Speakers

Name	Institution
Bruce Prideaux	Queensland Univ.
Mizyoo Yoshitaka (溝尾良隆)	Rikkyo Univ.
Michael Kwag	Boston Univ.
Maeda Isamu (前田勇)	Rikkyo Univ.
Geoffrey C. Godbey	Pennsylvania Univ.
Walter Freyer	Dresden Univ.
Mark Hampton	Surrey Univ.
Hashimoto Toshiya (橋本俊哉)	Rikkyo Univ.
Robert B. Ditton	Texas A&M Univ.
Hae Moon Oh	Iowa state Univ.
Geoffrey Wall	Waterloo Univ.
Yingzhi Guo	Fudan Univ.
Alan Graefe	Penn State Univ.
William Cannon Hunter	Cheju Univ.
Sombat Karnjanakit	Chulalongkorn Univ.
William Cannon Hunter	Kyunghee Univ.
Hee Seok Lee	Hong Kong Polytechnic Univ.

Graduate Prospectus

● Recruitment Department (Major) and the number of students  
Master's degree (Average 45 recruits annually)

- (A) Department of International Tourism: Major in Tourism &  
Hospitality Administration, Major in Convergence Tourism Policy &  
Development  
(B) Department of Entertainment: Major in Entertainment Contents

● Screening Process: Documentary screening and Interview

● Eligibility

- (A) Must possess a 4 year bachelor degree from a Korean or  
international university (or will receive one in near future)  
(B) The above must be legally recognized as being equal or greater to a  
BA degree  
※ Application to the program is possible without possessing a tourism  
bachelor's degree

● Schedules

- (A) Internet Application: 1st Semester (early May), 2nd Semester (early  
November)  
(B) Date of Oral Test: 1st Semester (early June), 2nd Semester (early  
December)  
※ Applications must be submitted online

● Required Documents

- (A) A copy of the Application Form (after applying via Internet, you can  
print out a copy)  
(B) A copy of the Interviewer's certificate (after applying via Internet,  
you can print out a copy)

- (C) A copy of the certificate of the last school' of graduation (within 3  
months) or a copy of the prospective certificate of graduation  
(D) A copy of all grades of last school transcripts (within 3 months)  
(E) A copy of letters of employment (if applicable)  
(F) A copy of Study Plan (downloadable form available online)

● Benefits

- (A) Classes taught by distinguished faculty from such countries as Korea  
Australia, Japan, United States, Germany, and the United Kingdom  
(B) Opportunities to participate in exchange and cooperation programs  
with well known universities abroad  
(C) Applicants from recognized public institutions, media organizations,  
and corporate executives are given preferential treatment  
(D) Those awarded Master's degrees from the department can apply for  
the Ph.D. programs

● Further Details

- (A) The Graduate School of International Tourism Office :  
**Tel. 02) 2220-0817, 0818 Fax. 02) 2220-0829**

- (B) Official Website:  
**<http://tourism.hanyang.ac.kr>**

- (C) E-mail:  
**[h2gr11@hanyang.ac.kr](mailto:h2gr11@hanyang.ac.kr) or [happiness@hanyang.ac.kr](mailto:happiness@hanyang.ac.kr)**