

# Graduate School of Tourism

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The Graduate School of Tourism at Kyung Hee University was established in 2000 and offers master programs in the following majors : Hotel Management, Tourism, Convention and Exhibition Management, Culinary Science & Food Service Management, Wine and Sommelier, and Culture, Tourism and Entertainment.

## Department of Hotel Management

Hotel management has positioned itself as a fast growing area of study in a globalized world that requires new concepts of service and management strategy. We train CEOs in the hospitality industry with state-of-the-art theories and case studies to handle these changes.

## Department of Tourism

The people today live as tourists in a world of fast changes in production systems caused by de-industrialization. The era of soft tourism will come representing “feeling”, “emotion”, and “space” in the 21<sup>st</sup> century while the tourism of the 20<sup>th</sup> century was of “movement” and “experience”. We train creative tourism managers who work hard to prepare for the new era of tourism, which is flexible and more segmented and made to order. We invite the best experts in the various areas of study including tourism policy, tourism development and planning, tourist agency management, and airline management to teach our graduate students.

## Department of Convention and Exhibition Management

The importance of the convention industry is growing fast promoting cooperation and exchanges between nations in the areas of economy, culture, and tourism. We train professionals to become leaders in the convention and exhibition industry, planning and managing conventions, exhibitions, and events.

## Department of Culinary Science & Food Service Management

The Culinary and Food Service industry is an integral part of the tourism industry. We train professionals who can contribute to the development of the culinary and food service industry with in-depth knowledge in management and administration.

## Department of Wine and Sommelier

The Wine and Sommelier industry is an integral part of the foodservice industry. We train professionals who can contribute to the development of the sommelier and wine industry with in-depth knowledge in wine making, food and wine harmony, wine service, wine consulting and sommelier management.

## Department of Culture, Tourism and Entertainment

Culture, Tourism and Entertainment industry is one of the expected bright fields in the global 21st century, due to the

high added-value that it produces. We offer various courses covering theories and practices related to current situations and cases for promoting the knowledge and the understanding of culture, tourism and entertainment.

### Department of Global & Tourism Management(For International Students)

Global & Tourism Management is a major designed to cultivate globally competent people who can build a close relationship between Korea and the students' home country by deeply studying K-Culture, which is spreading throughout the world and Korean cultural tourism program. This major is a master's degree program for foreign students. The course of study is 3 semesters(1.5 years) for completing 24 credits, and students can graduate without writing a graduation thesis. This department provides intensive education through daytime classes. After graduating, students will have the ability to lead creative business development utilizing Korean cultural tourism contents and to engage in international cooperation activities.

## | Degree Requirements |

- At least 30 course units of graduate level credit in the Graduate School of Tourism courses are required for the master's degree.
- Students must pass a qualifying examination.
- Students must fulfill presentation and thesis requirements.

## | Courses |

### Hotel Management

Cost Control for Hotel Business, Hospitality Marketing, Hospitality Industry Service, Strategic Management and M&A in the Hotel Business, Contemporary Trends in the Hotel Industry, Contemporary Trends in the Hotel Industry, Personnel Management & Leadership in Hotel, Leadership Management in the Hospitality Industry, Hotel Management Information System for the Hotel Business, Hotel Restaurant Management, Advertising & Public Relations of Hotel, Hotel Consumer Behavior, Introduction to Service Science, Hotel Financial Accounting, Hospitality E-Business Marketing, Hotel Project Planning & Management, Self Management, Hotel F&B Management, Hotel Brand Management, Hotel Financial Management, Hotel Management, Knowledge Management in Hotel & Tourism Industry, Digital Marketing in Hotel & Tourism Industry, Tourism Development Planning, Tourism Study of Travel Agency Businesses, Tourism Place Marketing, Tourism Consumer Behavior, Economics of Tourism, Tourism Statistical Analysis, Event & Festival Planning and Marketing, International Tourism, Tourism Policy, Cultural Tourism, e-Tourism Business, Tourism Management Strategic Seminar, Tourism Marketing, Culture Tourism Policy Seminar, Airline Management, Geo-tourism, Integrated Communications for Tourism, Culture and Tourism Contents Industry, Storytelling for Tourism, Tourism & Leisure Seminar, Medical Tourism, Event&Festival Planning and Marketing

### Convention and Exhibition Management

Convention Marketing, MICE Policy, The Practice of Exhibition and Exposition Planning, International Exhibition Management, Exhibition Design, Advertisement and Public Relations for Convention, Convention Planning, Convention Management, Event Planning and Development, Market Analysis, Festival and Event Management, Convention Service Management, Convention Bidding & Negotiation, Festival Product Development, Exhibition Marketing, Cultural Art Exhibition, Mega Events, Study of Entertainment Industry, Sport Tourism Management, Medical Tourism, E-business Management, Incentive Tourism Management, MICE Business Strategy, Trade Fair & Exhibition Management, Trade Fair & Exhibition Planning, Tourism MICE Trends Seminar

### **Culinary Science & Food Service Management**

Research in Cuisine Science, Introduction to Food Service Industry, Sanitation in Food Service Operation, Rheology in the Baking Industry, Menu Management, Advanced in Food and Beverage Management, Marketing Strategy in Restaurant Industry, Study of Cultural Aspects of Food, Banquet Management, Consumer Behavior in Food Service Industry, Business Strategy in the Food Service Industry, Service Marketing in Food Service Industry, Human Resource Management for Hospitality, Advanced Western Culinary, Advanced Western Culinary, Food Quality Evaluation, Seminar in Foodservice Research, Critical Reading of Hospitality Research Papers, Comparative Research of Food Culture, Restaurant Business Consulting, Restaurant Franchising, Customer Satisfaction, Sauce and Food Critics, Culinary and Food Service Management, Research Food Product Development, Hospitality Service Management, Hospitality Corporate Finance, Hospitality Revenue Management, Hospitality Strategic Brand Management, Advanced Study on Food Service Management, Service Marketing in Food Service Industry, Consumer Behavior in Food Service Industry, Hospitality Leadership Theory, Franchise Knowledge Management

### **Wine and Sommelier**

Wine Testing Method, Wine Service Management, Consumer Behavior in Wine Industry, Local Wine & Traditional Liquor, Wine Linguistics, Advanced Intentional Food Culture, Advanced Food & Beverage Management, Wine History & Culture Seminar, Advanced World Wine Information, Wine Tourism Management, Food & Wine Pairing Management, Wine Fermentation Practices, Wine Terroir Management, Wine Marketing, Sommelier Service Practicing, Introduction to Wine Oecology, Food&Wine Fairing Management, Wine History&Culture Seminar, Introduction to Beverage Technology

### **Department of Culture, Tourism and Entertainment**

Culture, Tourism & Entertainment Industry, Culture, Tourism & Entertainment Law, Culture, Tourism & Entertainment Policy, Culture, Tourism & Entertainment Management, Culture, Tourism & Entertainment Marketing, Culture studies and Entertainment, Hallyu Study, Global Cultural Tourism Contents, Intercultural Communication, Information technology and Entertainment Management, Public communication, Entertainment Art Management Seminar, Global Culture and Communication, Culture, Tourism, Entertainment & Mass media, Convergence Entertainment contents, Culture Contents Case study, Entertainment and Advertisement, Visual Entertainment Industry, Price Management for Entertainment

### **Department of Global & Tourism Management(For International Students)**

K-Culture & Communication, K-Leader & Management, K-Food & Globalization, K-Service Innovation & Experience Design, K-Entertainment Business Strategy, K-Food Marketing, Smart Tourism, K-ESG & Sustainable Management