

Faculty Information

YOUN Seung Ho

■ **Division:**

Tourism and Hospitality (TH)

■ **Research Area:**

Tourist behaviour, experience, hospitality management

■ **Research Methods:**

Both qualitative and quantitative methods

■ **Seminar Topic and Keywords:**

Tourism marketing, destination marketing, tourist behaviour and experience.

■ **Seminar Teaching Method:**

■ **Possible Research Topics for Students:**

■ **Comments:**