



# HANYANG UNIVERSITY

## 2018 HISS Syllabus (Psychology of Leisure and Tourism)

Professor: **Nikki Wingate, Ph.D.**  
E-mail: [nwingate@bridgeport.edu](mailto:nwingate@bridgeport.edu)  
Home Univ.: University of Bridgeport  
Dept.: Ernest C. Trefz School of Business

Description: This course will explore psychological foundations and applications of the leisure and tourism industries. We will study psychological perceptions of time and leisure by examining relevant psychological theories. Focusing on the impact of experiential marketing strategies in the leisure and tourism industries, students will analyze case studies based on their first-hand experiences.

Objective:

- Students will be familiar with the psychological theories regarding time perceptions
- Students will be able to explain relevance and value of leisure and tourism in a society by experiencing businesses of leisure and tourism directly as consumers

Preparations: Materials will be provided by professor in class and via email

Schedule:

Week 1	Foundations of psychological theories on time perceptions and leisure
Week 2	Psychological benefits and costs of leisure and tourism Midterm Exam
Week 3	Cultural and social influences in leisure and tourism
Week 4	Case analyses in leisure and tourism Final Paper (no exams)

Evaluation:	Midterm (%)	Final (%)	Attendance (%)	Assignments (%)	Participation (%)	Etc. (%)
	20	20	10	40	10	0

### Hanyang International Summer School

Office of International Affairs, Hanyang University  
222 Wangsimni-ro, Seongdong-gu, Seoul, 04763, Korea  
Tel. +82-2-2220-2456 | [iss@hanyang.ac.kr](mailto:iss@hanyang.ac.kr)