



HANYANG UNIVERSITY

2018 HISS Syllabus (Tourism and Recreation)

Professor: **Nikki Wingate, Ph.D.**
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 Home Univ.: University of Bridgeport
 Dept.: Ernest C. Trefz School of Business

Description: This Course will explore underpinnings and key factors for managing successful businesses in the tourism and recreation industries. We will take the entrepreneurial perspective in analyzing and learning key factors for success to discuss several case studies. Students will be required to participate in experiences of tourism and recreation industries.

Objective:

- Students will recognize strategies and tactics necessary in running successful businesses in the tourism and recreation industries
- Students will apply strategies from best practices in services marketing in suggesting solutions for problems presented in case studies

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

Schedule:	Week 1	Foundations of businesses in the tourism and recreation industries
	Week 2	Conceptual framework for analyzing businesses in the tourism and recreation industries Midterm Exam
	Week 3	Building customer focus in the tourism and recreation industries
	Week 4	Developing innovation in the tourism and recreation industries Final Presentations (no individual exams)

Evaluation:	Midterm (%)	Final (%)	Attendance (%)	Assignments (%)	Participation (%)	Etc. (%)
	20	30	10	30	10	0

Hanyang International Summer School

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