

Faculty Information

YOUN Seung Ho

Division:

Tourism and Hospitality (TH)

Research Area:

Tourist behaviour, experience, Community-Based Tourism, hospitality management, local tourism content and identity construction

Research Methods:

Both Qualitative and quantitative methods

Seminar Topic and Keywords:

Destination marketing, tourist behaviour, experience, community-based tourism, sense of identity

Seminar Teaching Method:

Discussion

Possible Research Topics for Students:

Research topic above

Comments: