KYUNGDONG UNIVERSITY GLOBAL
SOUTH KOREA

KDU
KYUNGDONG UNIVERSITY
취/업/사/관/학/교 경동대학교

Undergraduate Course in

HOSPITALITY AND AI INNOVATION

Medium of instruction: English (100%)

Duration of study : 4 Years



We lead the world with new traditions

Course Description

The Bachelor of Hospitality and Artificial Intelligence Innovation (HAI) at Kyungdong University Global prepares future hospitality and tourism professionals for the increasingly digital global industry. This innovative and new four-year program combines hospitality management with Artificial Intelligence (AI), smart technologies, data analytics, digital business, and innovations. Students gain expertise in Hospitality and Culinary Arts, Leisure and Tourism, Events Management, Smart Hospitality and Tourism Innovation, and AI and Digital Business Management, while developing practical, managerial, technological, and global competencies. Graduates are equipped to lead, innovate, and create values across the evolving hospitality, tourism, events, and digital business industries.

Career Opportunities

At Kyungdong University Global, we prepare graduates for careers across hotels, resorts, tourism, events, travel, hospitality technology, and digital businesses worldwide. Students develop strong operational and management expertise alongside future-ready skills in AI, smart hospitality technologies, data analytics, digital transformation, business intelligence, digital marketing, and AI-driven revenue management. Successful graduates can pursue guaranteed career paths in hospitality and tourism management, smart hospitality, AI and data analytics, digital marketing, revenue management, events and MICE, business development, and entrepreneurship, equipping them with skills to lead the future of hospitality and AI.

Curriculum Components

Hospitality & Culinary Arts	Leisure, Tourism, & Recreation	Events Management	Smart Hospitality & Tourism Innovation	Artificial Intelligence & Digital Business Management	Korean Business Communication & Competencies Training
Introduction to Hospitality & Service Industry	Introduction to Leisure & Travel	Introduction to Global Events Industry	AI Foundations for Hospitality Businesses	Digital Business Models & Transformation Strategy	Professional Business Communication
Managing Kitchen Operations	Niche & Special Interest Tourism	Events Planning & Management	Hospitality Information Systems & Smart Property Technologies	Digital Marketing, Social Media & Customer Analytics	Psychology of Consumer Behavior
Global Gastronomy	Tour & Travel Operations	Events Marketing, Sponsorship & Promotion	Smart Sustainability, ESG & Green Hospitality	Business Intelligence & Decision Analytics	Principles of Accounting
Mixology & Bar Management	Leisure & Resort Management	Event Risk Management, Safety & Legalities	AI-powered Customer Experience & Service Design	AI-enabled Workforce & People Analytics	Computer Applications
Foodservice Standard Practices & Management	Hospitality & Tourism Law	Meetings, Incentives, Conferences, Exhibitions (MICE) Management	Smart Tourism & Destination Intelligence	Global Strategy in the Age of AI	Moral, Civic & Professional Ethics
Managing Front Office Operations	Global Tour Guiding & Travel Management	Contemporary Issues & Trends	Ethics in Artificial Intelligence	Startup Innovation, Venture Design & Incubation	Emotional Intelligence & Crisis Communication
Managing Housekeeping Operations	Seminar on Hospitality & Tourism Practices Geography		Hospitality Data Analytics & Visualization	AI-driven Revenue, Pricing & Distribution Management	Statistics
Banquets & Catering Management	Luxury & Brand Management		Emerging Technologies & Intelligent Automation in Hospitality	AI & Digital Innovation Capstone	Research Methodology
Hospitality Facilities Planning & Design				AI for Business & Decision-making	Diplomacy in International Relations
Global Hospitality Etiquette & Professional Development				Generative AI, Automation & Agentic Business Systems	Career Training & Workshops
					Korean Business Communication in Hospitality & Tourism
					Understanding Korean Culture I & II
					Communication in Korean I & II

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