perceptions of South Korea are largely influenced by its socio-economic characteristics, such as social infrastructure and economy. Therefore, internationalization of higher education, especially attracting international students from Africa to South Korean universities, can be an effective tool for enhancing the country’s reputation.

However, there are also some challenges, particularly with social issues that the African students living in South Korea noted. Some of them said that they encountered discrimination and prejudice against Africans in their daily lives and had difficulties in adapting to South Korean society. This fact is especially relevant in today’s globalized environment, which is characterized by the increased mobility of people across continents. It is important to facilitate an environment that is friendly to foreigners and to improve African people’s public awareness in order to assist their socio-cultural adaptation to South Korean society.

Over the past decade, the influx of international students in South Korean universities has increased dramatically. The growing importance of attracting foreign students to the country’s higher education system is emphasized for the nation branding effort. This study has sought to demonstrate the role that internationalization of higher education plays in enhancing South Korea’s image by investigating the case of African students. The result that the African students’ experiences living and studying in South Korea positively affected their perception of the country presents important implications for decision makers who manage the nation branding campaign. Strategies raising the level of international students’ satisfaction through improving the quality of higher education as well as helping their socio-cultural integration into the host society should be designed.

References


