

## **Curriculum Vitae**

### **Yingzhi Guo, Ph.D., Professor**

#### **PERSONAL PARTICULARS**

**NAME:** Yingzhi Guo, Ph.D.  
**CURRENT POSITION:** Full Professor  
Department of Tourism  
Fudan University  
Shanghai 200433, China  
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#### **ACADEMIC QUALIFICATIONS**

September 1996-August 1999: Department of Economic Geography, Institute of Geography  
Chinese Academy of Sciences, Beijing, China  
Degree: Ph.D.  
Major: Human Geography  
September 1993-July 1996: Department of Geography, Xinjiang University  
Urumqi, Xinjiang Uygur Autonomous Region, China  
Degree: M.S.  
Major: Natural Geography  
September 1984-July 1988: Department of Geography, Shaanxi Normal University  
Xi'an, Shaanxi Province, China  
Degree: B.S.  
Major: Geography

#### **RESEARCH & PRACTICE CERTIFICATION**

August 18, 2011 – February 8, 2012: Certification for “Successfully Participating as a Fulbright Visiting Scholar” by School of Hotel & Restaurant Administration at Oklahoma

State University, OK, USA

July 11, 2009 – July 14, 2009: Certification for “Training Class for Research and Study on China National MICE Teaching Education” by China National MICE Industry Association and East China Normal University, Shanghai, China

August 8, 2005-September 3, 2005: Visiting professor, Leisure and Tourism Department, Stralsund University of Applied Sciences, Germany

July 30, 2005-August 8, 2005: Visiting professor, Tourism Economic Institute, Dresden University of Technology, Germany

August 2003-August 2004: Visiting scholar, School of Tourism and Hospitality Management, Sejong University, Seoul, South Korea

July 1996: Certification for Chinese Teacher by PRC Government

August 1995: Certification for Environmental Economics by British Environment Planning Department, & Hong Kong Environmental Planning Department, & National Environmental Protection Bureau of China

April 1994: Certification for Chinese & English Tour Guide by PRC Government

## **FELLOWSHIPS**

Research Fellowship, 2011 (Issued by Fulbright Program, State Department, USA)

Research Fellowship, 2005 (Issued by German Academic Exchange Service, Germany)

Research Fellowship, 2003 (Issued by Korea Foundation for Advanced Studies, South Korea)

Research Scholarship, 1998 (Issued by Geography Institute of Chinese Academy of Sciences, China)

Guang Hua Scholarship, 1996 (Issued by Geography Department of Xinjiang University, China)

Guang Hua Scholarship, 1995 (Issued by Geography Department of Xinjiang University, China)

First Class People’s Scholarship, Every Year 1984-1988 (Issued by Geography Department of Shaanxi Normal University, China)

## **AWARDS**

Awards Certification of Fulbright Visiting Scholar by J. William Fulbright Foreign Scholarship Board in Washington, D. C., USA, sponsored by the US Department of State, 2011-2012.

Awards Certification of the Master Class at Fudan University about “Research on Tourism Market” for Bachelor Degree Undergraduate Students, February 2009, November 2007, prized by Teaching Official Administration at Fudan University, Shanghai, China.

Awards Certification of the Third Level Prize of the Publishing Paper written by Yingzhi Guo about “A Study of the Relationship of Perceived Evaluation between Life Quality and Tourism Impact from Local Residents about Hot Tourism Destination in China” [J]. Tourism Tribune [CSSCI, ISSN: 1002-5006], 2007, Vol.22, No.11, pp 58-67. (in Chinese)

- Awards Certification of the Third Level Prize of the SSCI Publishing Paper written by Yingzhi Guo about “Tourism and Conciliation between Mainland China and Taiwan” [J], *Tourism Management (SSCI)*, Vol.27, Iss.5, 2006, pp997-1005.
- Awards Certification of the Third Level Prize of the Publishing Paper written by Yingzhi Guo about “A Study of Market Positioning of China’s Outbound Travel Destination” [J], *Tourism Tribune*, Vol.19, No. 4, 2004, pp27-32. (in Chinese)
- Awards Certification of the Third Level Prize of the Publishing Paper written by Yingzhi Guo about “A Study on the Sustainable Development Strategy of Tourist Market for Ordinary Scenic Spots in China” [J], *Human Geography*, Vol.18 No.1, 2003, pp6-10. (in Chinese)
- Awards Certification of the Third Level Prize of the Publishing Paper written by Yingzhi Guo about “A Literature Review on the Tourism Image Perception” [J], *Economic Geography*, Vol.23, No.2, 2003, pp280-284. (in Chinese)
- Awards Certification of the Third Level Prize of Project about “*A Study on International Tourism Marketing about Shanghai 2010 World Expo*” supported by Shanghai Tourism Administration Committee, prized by Shanghai Government Administration, June 2007, Shanghai, China
- Awards Certification of *Strategic Sourcing and Data Out of Hat* for Attendance in recognition of active participation in 2006 IT & CMA & CTW Asia Pacific, 10-12 October 2006, Pattaya Exhibition & Convention Hall (Peach), Pattaya, Thailand
- First-level Awards & Excellent Paper, 2004 (Issued by Chinese Renmin News & Journals Copies Centers, Beijing) “A Study of Market Positioning of China’s Outbound Travel Destination” [J], *Tourism Tribune*, Vol.19, No. 4, 2004, pp27-32 (in Chinese)
- Excellent Report of Post Doctor Fellowship, 2001 (Issued by the Exchange Station of Business Administration Management Scientific Research, Fudan University, Shanghai, China)
- Excellent Dissertation of Doctor’s Degree, 1999 (Issued by Institute of Geography, Chinese Academy of Sciences, Beijing) (in Chinese)
- Excellent Paper of Environmental Economics, 1995 (Issued by British Environment Planning Department, Hong Kong Environmental Planning Department, National Environmental Protection Bureau of China) (in Chinese)
- Excellent Paper of Tourist City Evaluation, 1995 (Issued by Xinjiang Youth Science Committee) (in Chinese)
- Excellent Secretary of Chinese Communist Party of Xinjiang University, 1988-1996
- Excellent College Student of Shaanxi Normal University, Every Term, 1984-1988

## **RESEARCH EXPERIENCE**

June 2012 – June 2014: Sub Project Leader

A Study on Development Strategy of Cultural Industry of China in New Period

(Supported by “The Third Period of 985” of Fudan University with Leadership of Prof.

Yong Su, No. 2012SHKXYB002)

June 2012 – June 2014: Sub Project Leader

A Study of Strategy Level and Support System to Promote Cultural Industry to become National Economic Pillar Industry in China

(Supported by Great Key Project of China National Social Science Fund with Leadership of Prof. Yong Su, No. 12 & ZD024)

August 2011 – August 2011: Project Leader

An Empirical Study of China Tourism Destination Image Perceived by American Residents and its Marketing Policies

(Supported by American Education Administration of USA State & China Oversea Fund Committee, No. 2011411020)

September 2010- December 2013: Project Team Leader

An Empirical Study on Impact Perceptions of Residents' Life Quality in Tourism Destination with the Development of Tourism Industry

(Supported by Natural Science Foundation of China, No. 71073029)

March 2010- September 2010: Project Team Leader

A study and research on the “ The Twelve Fifth” Shanghai Tourism Market

(Supported by Shanghai Tourism Municipal Administration Bureau)

January 2009- December 2011: Project Team Leader

Case Study on the Social Impacts of Tourism Destination by the Market Perception of Tourist Traveler Segmentations

(Supported by Natural Science Foundation of China, No. 70873025)

May 2009- May 2011: Leader of Branch of Project Team

A Study on the Soft Power of Culture in China

(Supported by Key Program of Social Science Foundation of China)

August 2008- March 2009: Project Team Leader

A Study on the Pass, Protection and Development of Shanghai National Culture, Local Custom Culture and Local Folk Culture

(Supported by Shanghai Planning Fund of Philosophy and Social Sciences, No.2008XAI006)

May 2007- March 2008: Project Team Member

A Study on the Cultural Resources of China 2010 Shanghai World Expo

(Supported by Shanghai Planning Fund of Philosophy and Social Sciences, No.2007XAI001)

December 2006- December 2008: Project Team Leader

A Study on Perception Features and Affected Factors of China Outbound Tourism Market by means of Full and Push Method

(Supported by Natural Science Foundation of China, No. 70673013)

September 2006- September 2007: Project Team Leader

An Empirical Study on Shanghai Outbound Destination Positioning and Affected Factors

(Supported by Shanghai Planning Fund of Philosophy and Social Sciences, No. 2006BHZ001)

September 2007 - January 2008: Project Team Leader

Bilingual Lecture on “Research of Tourism Market” for Bachelor degree students

(Supported by Teaching Affair Office of Fudan University, Shanghai, China )

December 2008 – December 2009: Project Team Leader

Shanghai Key Construction Class Project for Lecture on “Research of Tourism Market”  
(Supported by Shanghai Education Administration Committee and Teaching Affair Office  
of Fudan University, Shanghai, China)

July 2006- July 2008: Project Team Leader

A Study on Tourism Competition and Positioning of Shanghai Outbound Tourism Market  
(Supported by Fudan University, Shanghai, China)

March 2006- September 2006: Project Team Leader

A Study on International Tourism Marketing about Shanghai 2010 World Expo  
(Supported by Shanghai Tourism Administration, Shanghai, China)

July 2006- July 2007: Project Team Leader

A Study on Characteristics and Marketing Policies of Shanghai Outbound Tourism  
Market by Mainland Chinese Pleasure Travelers  
(Supported by Fudan University, Shanghai, China)

February 2007- July 2007: Project Team Leader

Bilingual Language Teaching of *Tourism Marketing* for Undergraduate Students  
(Supported by Fudan University, Shanghai, China)

July 2007- July 2010: Project Team Leader

University’s Brand Class of *Research on Tourism Market* for Undergraduate Students  
(Supported by Fudan University, Shanghai, China)

September 2005- September 2006: Project Team Leader

Editing Teaching Textbook of *Tourism Marketing* for Undergraduate Students of  
“Eleventh Five Plan” of China National Education Administration  
(Supported by China National Education Administration, Dongbei Financial University,  
and Fudan University)

November 2004-November 2006: Project Team Leader

The Features and Marketing Policies of Outbound Tourism Market by Mainland  
Chinese Pleasure Travelers  
(Supported by China National Educational Administration)

September 2005-September 2007: Project Team Leader

A Study on the Positioning and Affected Factors of Chinese Outbound Tourism Market  
(Supported by Shanghai Scientific Committee, Shanghai, China)

July 2005-September 2005: Project Team Leader

The Comparison Study on the Tourism Image between Germany and China and the  
Marketing Policies for Germany and China  
(Supported by German Academic Exchange Service)

February 2005-February 2006: Project Team Leader

A Study on the Tourism Source Market and its Marketing Policies  
(Supported by Asia Research Center of Fudan University)

February 2003-December 2004: Project Team Leader

The Comparison Study on the Competitive Features between Shanghai and International  
Metropolitan Tourist Cities  
(Supported by Shanghai Tourism Committee)

September 2003-August 2004: Project Team Leader

The Comparison Study on the Tourism Relationship between South Korea and China

and the Marketing Policies for China

(Supported by Korea Foundation for Advanced Studies)

July 2003-December 2003: Project Team Leader

The Study on the Features of Tourism Origin Market and the Policies of Tourism Marketing in Shenzhen City

(Supported by Shenzhen Tourism Bureau)

April 2003-June 2003: Project Team Leader

The Study on the Features of Tourism Origin Market and the Policies of Tourism Marketing for 2010 Shanghai World Expo

(Supported by Shanghai Tourism Committee)

May 2002-May 2003: Project Team Leader

The Study on the Tourism Perception image Destination between China and Korea  
(Supported by Asian Research Center of Fudan University)

February 2000-May 2000: Project Team Leader

The Marketing Project of Chinese Tourist Development of the Tenth Five Year Plan and to the Year of 2010, 2020 Perspective Scheme, Responsibilities on the Tourist Market Demand and Its Development of China

(Supported by China National Tourism Bureau)

November 2000-December 2000: Project Team Leader

The Study on the Strategy of the Tourism Development in Luzhou City of Sichuan Province

(Supported by Luzhou City Government)

May 2002- July 2002: Project Team Member

The Tourist Master Development Planning of Qixia City of Shandong Province, Responsibilities on the Tourist Resource Evaluation, Tourist Market Investigation, Analysis and Forecast, and Marketing Strategy

(Supported by Qixia City Government)

April 2001-May 2001: Project Team Member

The Tourist Master Development Planning of Jilin Province, Responsibilities on the Tourist Resource Evaluation

(Supported by Jilin Tourism Bureau)

October 2000-December 2000: Project Team Member

The Tourist Master Development Planning of Hebei Province, Responsibilities on the Tourist Resource Investigation

(Supported by Hebei Province Government)

August 2000-October 2000: Project Team Member

The Tourist Master Development Planning of Hejin County of Xinjiang Uygur Autonomous Region, Responsibilities on the Tourist Market Investigation, Analysis, Forecast, and Marketing Strategy

(Supported by Hejin County Government)

May 2000-August 2000: Project Team Member

The Tourist Master Development Planning of Qinghai Province, Responsibilities on the Tourist Market Investigation, Analysis, Forecast, and Marketing Strategy

(Supported by Qinghai Province Government)

June 2000-July 2000: Project Team Member

The Tourist Master Development Planning of Xuzhou City of Zhejiang Province, Responsibilities on the Tourist Market Investigation, Analysis, Forecast, and Marketing Strategy

(Supported by Xuzhou City Government)

September 1996- July 2000: Project Team Member

The Sustainable Development of Chinese Tourism and Co-ordination System, National Research Project Supported by National Nature Science Funds, Responsibilities on the Tourist Market Investigation, Analysis, Forecast, and Marketing Strategy

(Supported by China National Natural Scientific Fund Committee)

September 1998- November 1998: Project Team Member

The Tourist Master Development Planning of Nanning City of Guangxi Zhuang Autonomous Region, Responsibilities on the Tourist Market Investigation, Analysis, Forecast, and Marketing Strategy

(Supported by Nanning City Government)

August 1998- May 1999: Project Team Member

The Tourist Master Development Planning of Ningxia Hui Autonomous Region, Responsibilities on the Tourist Resource Investigation

(Supported by Ningxia Hui Autonomous Region Government)

March 1998-July 1998: Project Team Member

The Tourist Master Development Planning of the World Cultural Heritage—Pingyao Ancient City, Responsibilities on the Tourist Market Investigation, Analysis, Forecast, and Marketing Strategy

(Supported by Pingyao City Government)

February 1999- May 1999: Project Team Member

The Tourist Master Development Planning of Yuxi City of Yunnan Province, Responsibilities on the Tourist Resource Investigation

(Supported by Yuxi City Government)

October 1996-November 1996: Project Team Member

The Tourist Ecological Master Development Planning of Grand Wuhan Area of Hubei Province, Responsibilities on the Tourist Resource Investigation

(Supported by Wuhan City Government)

July 1994-August 1994: Project Team Member

The Tourist Resources Evaluation on Strange Stone Valley and Sarim Lake in Xinjiang Uygur Autonomous Region, Responsibilities on the Tourist Resources Investigation and Analysis

(Supported by Bayinguoleng Mongolian Autonomous State District Government)

June 1995-July 1995: Project Team Member

The Tourist Resources Evaluation on Huairou Area of Beijing, Responsibilities on the Tourist Resources Investigation and Analysis

(Supported by Huairou District Government)

May 1995-June 1995: Project Team Member

The Tourist Resources Evaluation on Fangshan Area of Beijing, Responsibilities on the Tourist Resources Investigation and Analysis

(Supported by Fangshan District Government)

December 1987- May 1988: Project Team Member

The Environmental Protection and Development of Aiding Lake Basin in Xinjing Uygur Autonomous Region, Responsibilities on the Environmental Quality Investigation (Supported by China National Natural Scientific Fund Committee)

## **MAIN PUBLICATIONS**

### **(1). Papers Published in Academic Journals / Paper Proceedings**

(\*indicate student)

- Yingzhi Guo. Destination Marketing of Tourism Cultural Brand from the View of Cultural Software [J]. *Tourism Tribune*, 2013, Vol.38, No.1, pp18-20. [ISSN 1002-5006] (in Chinese)
- Yingzhi Guo, Xiaohuan Yang\*, Fei Shen\*, Kang Xue\*. An empirical study on the different perception on 2010 China Shanghai World Expo by local residents [A]. Edited by Jurong Guo, *Report of 2012 China MICE Economic Development* (Blue Book of MICE Economics). Beijing: Science References Press, April 2012, pp196-231. (in Chinese)
- Yan Zhang, Hailin Qu, Yingzhi Guo. A study of the agglomeration of China's convention industry: an economic and neo-economic geography framework approach [J]. *Tourism Economics*, 2011, Issue 17, No.2, pp305-319.
- Yong Chen\*, Mak, Yingzhi Guo. "Zero-fare" Group Tours in China: An Analytic Framework [J]. *Journal of China Tourism Research*, 2011, Issue 2, No. 6, pp30-53.
- YingzhiGuo, Kang Xue\*. An Empirical Study on the Social Impact of Perceptions on Shanghai World Expo by Community Residents [C]. *Fudan Review* [M]. Edited by Mingjie Rui. Shanghai: Shanghai Renming Press. May 2011, pp111-123. [ISBN 978-7-5432-1944-1] (in Chinese)
- Yingzhi Guo, Shengnan Zang\*, Yong Su, Kang Xue\*, Chun Zhou\*. An Empirical Study on the Impact of China Cultural Software by the Perception of Market Segmentation [J]. *Journal of Strategic Management*, 2010, Vol.2, No.2, pp85-95. [ISBN987-7-5096-1072-5] (in Chinese)
- Yingzhi Guo. A study on the marketing policies of international visitors to Shanghai after Shanghai World Expo [N]. *Liberation News Daily*, June 11, 2010, the 14<sup>th</sup> Edition (Special Report at Weekend). (in Chinese)
- Kang Xue\*, Yingzhi Guo, Shengnan Zang\*, Chun Zhou\*. An Empirical Study on Festival Visitors' Perception and Satisfaction: A Case Of Shanghai Tourism Festival [A]. *The Proceedings of International Graduate Tourism Research Conference* [C], Kuala Lumpur, Malaysia, April 16-17, 2010. pp 202-210. Organized by Berjaya University College of Hospitality, & University Sains Malaysia. [ISBN 967-5417-74-0]
- Shengnan Zang\*, Yingzhi Guo, Kang Xue\*, Chun Zhou\*. A Case Study on Tourist Images of European Travelers about Urban Destination: A Case Of Shanghai in China [A]. *The Proceedings of International Graduate Tourism Research Conference* [C], Kuala Lumpur, Malaysia, April 16-17, 2010. pp162-170. Organized by Berjaya University



- College of Hospitality, & University Sains Malaysia. [ISBN 967-5417-74-0]
- Yingzhi Guo, Shengnan Zang\*, Chun Zhou\*, Kang Xue\*. A Study on Perceived Tourist Impacts on Life Quality of Citizens in World Cultural Heritage Of China: A Case of Pingyao [A]. *The Proceedings of International Graduate Tourism Research Conference* [C], Kuala Lumpur, Malaysia, April 16-17, 2010. pp227-242. Organized by Berjaya University College of Hospitality, & University Sains Malaysia. [ISBN 967-5417-74-0]
- Jingxian Jiang\*, Yingzhi Guo, Qinyuan Chen\*, Yunxia Ye\*. A case study on the convention tourist quality evaluation in Shanghai [A]. *Mega Events and Urban Tourism* [M]. The proceedings of the 2<sup>nd</sup> Annual Conference of International Tourism Association. Edited by Bihu Wu & Ning Dang. Beijing: China Tourism Press, 2009, pp428-435. [ISBN 9-787503-238703] (in Chinese)
- Yunxia Ye\*, Yingzhi Guo, Xiaoxing Geng\*, Luorong Wu\*, Qian Deng\*. A study on the correlation between impact perception and motivation of 2008 Beijing Olympic Games [A]. *Mega Events and Urban Tourism* [M]. The Proceedings of the 2<sup>nd</sup> Annual Conference of International Tourism Association. Edited by Bihu Wu & Ning Dang. Beijing: China Tourism Press, 2009, pp266-273. [ISBN 9-787503-238703] (in Chinese)
- Lijia Xie\*, Yingzhi Guo, Luorong Wu\*, Yunxia Ye\*. An empirical study on Shanghai community-based prospective perceptions of the 2010 Shanghai World Expo [A]. *Mega Events and Urban Tourism* [M]. The proceedings of the 2<sup>nd</sup> Annual Conference of International Tourism Association. Edited by Bihu Wu & Ning Dang. Beijing: China Tourism Press, 2009, pp250-257. [ISBN 9-787503-238703] (in Chinese)
- Lanya Peng\*, Yingzhi Guo, Xiaoxing Geng\*, Yunxia Ye.\* A study on the attitudes to tourism mega-event by local residents: a case of Shanghai World Expo [A]. *Mega Events and Urban Tourism* [M]. The proceedings of the 2<sup>nd</sup> Annual Conference of International Tourism Association. Edited by Bihu Wu & Ning Dang. Beijing: China Tourism Press, 2009, pp243-249. [ISBN 9-787503-238703] (in Chinese)
- Qian Deng\*, Yingzhi Guo, Xiaoxing Geng\*, Yunxia Ye\*. An empirical study on residents' motivation to MICE activities: a case of Shanghai local residents of China [A]. *Mega Events and Urban Tourism* [M]. The proceedings of the 2<sup>nd</sup> Annual Conference of International Tourism Association. Edited by Bihu Wu & Ning Dang. Beijing: China Tourism Press, 2009, pp236-242. [ISBN 9-787503-238703] (in Chinese)
- Yingzhi Guo, Yanling Pei\*, Qian Deng\*, Yunxia Ye\*. A study on the development of cultural tourist product of 2010 Shanghai World Expo China [A]. *Mega Events and Urban Tourism* [M]. The proceedings of the 2<sup>nd</sup> Annual Conference of International Tourism Association. Edited by Bihu Wu & Ning Dang. Beijing: China Tourism Press, 2009, pp64-69. [ISBN 9-787503-238703] (in Chinese)
- Yingzhi Guo, Lijia Xie\*. An empirical study of perceived features of MICE tourism based on IPA assessment [J]. *Tourism Tribune*, 2010, Vol.25, No.3, pp46-54. [ISSN 1002-5006] (in Chinese)
- Kuo-Ching Wang, Po-Chen Jao\*, Yu-Shan Lin\*, Ying-Zhi Guo. Exploring attractive messages in group package tour newspaper advertisements [J]. *International Journal of Advertising*, Vol.28, No.5, pp843-862.
- Yingzhi Guo, Shengnan Zang\*. An empirical study on the impact perception types of tourism development by local community residents [A]. *Fudan Industrial Economic Review* [C].

- Edited by Mingjie Rui. Shanghai: Fudan University Press, pp53-63.
- Yingzhi Guo, Shengnan Zang\*, Jingxian Jiang\*. Empirical study on evaluation of convention tourism quality in Yangpu District of Shanghai [J]. *Economic Geography*, Vol.139, No.9, pp1569-1573. [ISSN: 1000-8462] (in Chinese)
- Yingzhi Guo, Shengnan Zang\*, Lanya Peng\*. An empirical study on the impact perception about 2010 Shanghai World Expo by local residents [J]. *Tourism Science*, Vol.23, No.3, pp35-40. [ISSN 1006-575X] (In Chinese)
- Yingzhi Guo, Shengnan Zang\*, Lijia Xie\*, Yunxia Ye\*. An empirical study on the market demand of the Fifth World Tourism Fair in Shanghai [A]. *Annual Report on China's Convention & Exhibition Economy* (2009) in Blue book of convention & Exhibition Economy [C]. Edited by Fanghua Wang & Jurong Guo. Beijing: Social Sciences Academic Press (China), 2009, pp209-224. [ISBN 978-7-5097-0727-2] (in Chinese)
- Yingzhi Guo, Shengnan Zang\*, Lanya Peng\*. An empirical study on the perception attitude and expectation about tourist mega event by local residents [J]. *Journal of Shanghai Applying Technology Institute* (ed. in Natural Science), 2009, Vol.9, No.1, pp9-14 ISSN 1671-7333] (in Chinese)
- Yingzhi Guo, Shengnan Zang\*, Yanlin Pei\*. A Study on the development of cultural tourist products for mage-event [J]. *Management Observer*, 2009, Vol.356, No.3, pp180-182. (in Chinese)
- Yingzhi Guo, Yanlin Pei\*, Yunxia Ye\*. A study on the perceived impacts of historic & cultural ancient town on residents' life quality: a case of Zhouzhuang in China [A]. Chinese Tourism Research Annual 2008 [M]. *Tourism Tribune* (2006-2007). Beijing: Social Sciences Academic Press, pp133-163.
- Yingzhi Guo, Rongrong Zou\*. A Probe into "Korean Flow" and its Enlight to Chinese Tourism Industry [A]. *Study on the Korea Affairs* (18<sup>th</sup> Ed) [M]. Edited by Research Center of Korean at Fudan University. Beijing: World Episteme Press. 2008, pp247-261. [ISBN 978-7-5012-3402-8] (in Chinese)
- Yingzhi Guo, Samuel Seongseop Kim, Dallen J. Timothy. Development Characteristics and Implications of Mainland Chinese Outbound Tourism [J]. *Asia Pacific Journal of Tourism Research*, Vol.12, No.4, 2007, pp313-332. [ISSN 1094-1665]
- Yingzhi Guo, Yunxia Ye\*, Yong Chen\*. An empirical study on the affected factors of shopping consumption of outbound travelers on tourist destination [A]. *Fudan Industry Review* [M]. Edited by Mingjie Rui. Shanghai: The Shanghai People Press, 2008, pp181-194. [ISNB 978-7-5432-1465-1] (in Chinese)
- Yingzhi Guo, Lijia Xie\*, Yunxia Ye\*. An empirical study on the behavior features of outbound tourist market in Shanghai [A]. *Asian Industrial Development and Enterprises' Development Strategies* [M]. Edited by Mingjie Rui, etc., Shanghai: The Press of Fudan University, 2008, pp377-396. [ISNB 978-7-309-06195-6] (in Chinese)
- Xijiong Zhou\*, Yingzhi Guo, Yanbo Ye\*. A Mutual Study on the of High Education Teaching Reformation and Development Modes of Tourism Management in China [J]. *Journal of Study and Development Management*, 2008, Vol.20, July, Supp., pp284-288. [ISSN1004-8308] (in Chinese)
- Xijiong Zhou\*, Yanlin Pei\*, Yingzhi Guo. A Study on the innovation Policies of Tourism Product Marketing Management of Sport Skiing in China [J]. *Journal of Study and Development*

- Management*, 2008, Vol.20, July, Supp., pp284-288. [ISSN1004-8308] (in Chinese)
- Yan Zhang\*, Yingzhi Guo. An Empirical Study on the Influencing Factors of the Agglomeration of China's Convention-center Cities ---- Based on the Study Framework of Economic Geography and Neo-economic Geography [J]. *Tourism Tribune*, 2008, Vol.23, No.8, pp85-90. (in Chinese)
- Yingzhi Guo, Yunxia Ye\*, Yanlin Pei\*. A Study on the Positioning Promotion and Development of Inbound Travelers about China Mage Event: A Case of Shanghai 2010 World Expo [J]. *Journal of China Economy and Management Sciences*, 2008, No.2, pp76-80.
- Yingzhi Guo, Yanbo Ye\*, Lei Li\*, Yong Chen\*. A Study on Residents' Life Quality of Destination by Tourism Development [A]. WTO and China Economy [C]. *The Proceedings of the Fifth Annual WTO International Conference*. Beijing: Chine Business Press, 2007, pp269-276. [ISBN: 978-7-80181-698-6] (in Chinese)
- Seongseop Kim, Miju Kim\*, Jungwoong Park, Yingzhi Guo. Cave Tourism: Tourists' Characteristics, Motivations to Visit, and the Segmentation of their Behavior [J]. *Asia Pacific Journal of Tourism Research*, 2008, Vol.13, No.3, pp299-318.
- Janet Chang, Kuo-Ching Wang, Ying-Zhi Guo, Che-Jen Su\*, Shih-Jung Yen\*. Trends in Outbound Group Package Tours in China and Taiwan: A Marketing Mix Perspective [J]. *Tourism Analysis* [J] [ISSN:1083-5423], 2007, Vol.12, No.4, pp257-270.
- Kuo-Ching Wang, Po-Chen Jao, Yu-Shan Lin, Ying-Zhi Guo. "Attractive Messages in Group Package Tour Newspaper Advertisement: What and Why?" [J]. *Tourism Management*, 2007. (in review)
- Kuo-Ching Wang, Shu-Hui Chou, Hsi-Chen Chan, Ying-Zhi Guo, Ai-Ping Ma. "The challenge of female Chinese group package tour leaders: career motivation, career barrier, and coping strategy" [J], *Journal of Culture, Tourism, and Hospitality Research*, Vol. 1, 2007. (in press)
- Yingzhi Guo, Yunxia Ye,\* Lei Li,\* Jingxian Jiang,\* Lanya Peng.\* A Study of the Relationship of Perceived Evaluation between Life Quality and Tourism Impact from Local Residents about Hot Tourism Destination in China [J]. *Tourism Tribune* [CSSCI, ISSN: 1002-5006], 2007, Vol.22, No.11, pp 58-67. (in Chinese)
- Yingzhi Guo, Seongseop Kim, Kuo-Ching Wang, Hailin Qu, Jaekyoon, Jun. "A study on development features and affected factors about Mainland Chinese outbound tourist market" [J]. *Journal of Tourism and Leisure Research* [ISSN: 1229-0424], Volume 19, No. 2, 2007, pp275-296.
- Yingzhi Guo, Jingxian Jiang,\* Yunxia Ye,\* Lei Li,\* Lanya Peng.\* A study on the perception of residents' life quality in mature tourist destination of China by tourist development [J]. *Tourism Sciences* [CSSCI, ISSN: 1006-575X], 2007, Vol.21, No.2, pp34-42. (in Chinese)
- Yingzhi Guo, Lei Li, Shuling Song, "A Study on the Development Features of China Outbound Tourism Market" [A], *China Tourism on the International Background* [C], Shanghai: Shanghai Sanlian Press, 2006, pp105-118. (in Chinese)
- Yingzhi Guo, Jae-Kyoon Jun, Seongseop Kim, Kuo-Ching Wang, and Hailin Qu. "A Study of the Different Tourist Perception by Using An Application of Multi-level Gray Evaluation Method" [J], *Journal of Tourism and Leisure Research (International)*, Vol.34, No.2, 2006, pp317-332.
- Samuel Seongseop Kim, Yingzhi Guo, Agrusa, J., and Kuo-Ching Wang. "Study Motivations and

- Preference of Mainland Chinese, Taiwanese and Korean Students Majoring in Hospitality and Tourism Management Programs” [J], *Tourism Management (SSCI)*, 2007, Issue 28, No.1, pp140-151.
- Kuo-Ching Wang, Yingzhi Guo, Chenhua Ming, and Minghui Huang. A study on Affected Factors about Enterprises’ Package Tour [A]. *Study Literatures of Chinese Management Sciences* (the 2<sup>nd</sup> Volume) [C]. Beijing: Chins Environment Science Press (ISBN 7-80209-339-2), 2006, pp222-228. (in Chinese)
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- Yingzhi Guo, “A Study on the Comparison in Tourism Development between Seoul and Shanghai” [A], *The Proceedings of the third Forum World Management Conference* [C], International Forum World Management Association, Oct. 27-29, 2003, Shanghai, China.
- Yingzhi Guo, Zhigang Hou, Ying Shen, & Yunlong Sun, “A Probe into the Policies of Sustainable Development for Graduate Education in Hospitality and Tourism in China” [A], *The Proceedings of the 8<sup>th</sup> Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism* [C], January 5-7, 2003, Las Vegas, Nevada, USA, pp152-156.
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November 26-29, 2000, pp406-412. (in Chinese)

Yingzhi Guo, "Tourism Marketing Environment & Sustainable Development" [A], Sep.26-27, 1998, Beijing, *The Proceedings of Conference Proceedings of The 1<sup>st</sup> Seminar of China Tourism Sustainable Development* [C] (in Chinese)

Yingzhi Guo, "A Study on the Potential Capacity of Tourist Resources in the Undeveloped Areas of China" [A], *The Proceedings of Geo-Informatics Conference of IEAS & IWGIS* [C], August 1997, Beijing.

Yingzhi Guo, & Yulin Hao, "An Evaluation on the Environmental Quality of the Key Traveling Cities and Towns in Xinjiang" [A], *Proceedings of XVIII International Pacific Congress* [C], 18-22 June, 1995, Beijing.

### **(3). Published Works**

Yingzhi Guo. *Tourism Marketing* (2<sup>nd</sup> Edition, China Education Administration "11.5" National Planning Textbook) [M], Dalian: Dongbei Financial University Press, January 2010. (in Chinese)

Yingzhi Guo. *Updated Theory and Empirical Study on Tourism MICE Market* [M], Shanghai: Fudan University Press, October 2009. [ISBN: 978-7-309-06885-6]

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Yingzhi Guo. *The Features and Marketing Policies of Chinese Modern Tourist Behavior* [M], Shanghai: Fudan University Press, 2006. (in Chinese) (in press)

Yingzhi Guo. *Tourist Marketing* (China Education Administration "11.5" National Planning Textbook) [M], Dalian: Dongbei Financial University Press, October 2006. (in Chinese)

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Haisheng Zhong, and Yingzhi Guo, *The Tourism Management in China* [M] (2<sup>nd</sup> Ed.), June, 2004. Guang Zhou: Guangdong Tourism Press. (in Chinese)

Haisheng Zhong, and Yingzhi Guo, *The Tourism Demand and Development in China* [M], June, 2001. Guang Zhou: Guangdong Tourism Press. (in Chinese)

## **TEACHING EXPERIENCES**

September 2012- January 2013:

- Tourism Marketing Management, 84 undergraduate students, 3 hours per week/Total 54 hours
- Tourism Marketing, 32 MTA master students, 2 hours per week/Total 36 hours
- Updated Theories of Tourism Management, 3 Ph.D. students, 3 hours per week/Total 54 hours

February 2011- July 2011:

- Tourism Marketing Research, 17 undergraduate students, 2 hours per week/Total 36

hours

- Professional Tourism English, 9 master students in Grade 1, 2 hours per week/Total 36 hours
- MICE Marketing, 110 Undergraduate students, 4 hours per week/Total 72 hours

September 2010- January 2011:

- Tourism Marketing Research, 42 undergraduate students, 2 hours per week/Total 36 hours
- Analysis & Forecast of Tourism Market, 7 master students in Grade 1, 2 hours per week/Total 36 hours
- Lectures of Tourism Management, 63 Undergraduate students, 4 hours per week/Total 16 hours

March 2010- July 2011:

- Management of Tourism Marketing, 56 undergraduate students, 3 hours per week/Total 54 hours
- Research on Tourism Economic and Market, 10 Master students in Grade 1, 2 hours per week/Total 36 hours
- Tourism Professional English, 7 master students in Grade 1, 2 hours per week/Total 36 hours

September 2009- January 2010:

- Tourism Marketing Research, 52 undergraduate students, 2 hours per week/Total 36 hours
- Analysis & Forecast of Tourism Market, 6 master students in Grade 1, 2 hours per week/Total 36 hours
- Lectures of Tourism Management, 73 Undergraduate students, 4 hours per week/Total 16 hours

February 2009- July 2009:

- Management of Tourism Marketing, 46 undergraduate students, 3 hours per week/Total 54 hours
- Research on Tourism Economic and Market, 14 Master students in Grade 1, 2 hours per week/Total 36 hours
- Tourism Professional English, 3 master students in Grade 1, 2 hours per week/Total 36 hours

September 2008- January 2009:

- Tourism Marketing Research, 12 undergraduate students, 2 hours per week/Total 36 hours
- Analysis & Forecast of Tourism Market, 3 master students in Grade 1, 2 hours per week/Total 36 hours
- Lectures of Tourism Management, 81 Undergraduate students, 4 hours per week/Total 16 hours

February 2008- July 2008:

- Generality of MICE Tourism, 16 undergraduate students, 2 hours per week/Total 36 hours
- Tourism Professional English, 7 master students in Grade 1, 2 hours per week/Total 36 hours

September 2007- January 2008:

- Tourism Marketing Research, 48 undergraduate students, 2 hours per week/Total 36 hours
- Analysis & Forecast of Tourism Market, 7 master students in Grade 1 and Grade 2, 2 hours per week/Total 36 hours

March 2007- July 2007:

- Tourism Marketing Management, 52 undergraduate students, 3 hours per week/Total 54 hours
- Tourism Professional English, 7 master students in Grade 1 and Grade 2, 2 hours per week/Total 36 hours

September 2006- February 2007:

- Tourism Marketing Research, 56 undergraduate students, 2 hours per week/Total 36 hours
- Tourism Professional English, 3 graduate students in Grade 1, 2 hours per week/Total 36 hours
- China Tourism Development, 33 graduate students, 18 hours per week/Total 36 hours

February 2006- June 2006:

- Tourism Management Research, 11 undergraduate students, 2 hours per week/Total 36 hours

September 2005-January 2006:

- Tourism Professional English, 10 master students in Grade 1, 2 hours per week/Total 36 hours

February 2005-July 2005:

- Tourism Professional English, 9 master students in Grade 1, 2 hours per week/Total 36 hours
- June 26-28, 2005:
- Tourism Management Research, 33 master students on the job training in Hangzhou City of China in Grade 1 & 2, 10 hours per day/Total 30 hours

May 24-26, 2005:

- Tourism Management Research, 30 master students on the job training in Ningbo City of China in Grade 1 & 2, 10 hours per day/Total 30 hours

September 2004-January 2005:

- Tourism Industry Economics, 9 master students, 3 hours per week/Total 54 hours
- Tourism Professional English, 30 master students, 2 hours per week/Total 36 hours
- Tourism Marketing Research, 60 undergraduate students, 2 hours per week/Total 36 hours

February 2003-July 2003:

- Tourism Industry Economics, 15 master students, 3 hours per week/Total 54 hours
- Tourism Marketing Research, 10 undergraduate students, 2 hours per week/Total 36 hours

March 2003:

- Special Topics on Tourism Marketing, 50 master students on-the-job-training in Zhenzhou city of China, 8 hours per day/Total 36 hours

September 2002-January 2003:



- Special Topics on Tourism Management, 15 master students, 3 hours per week/Total 54 hours
- Guide to Management, 37 undergraduate students, 2 hours per week/Total 36 hours
- Tourism Marketing Research, 70 undergraduate students, 2 hours per week/Total 36 hours
- Current Topics on Tourism Research, 30 master students, 2 hours per week/Total 36 hours

December 2002:

- Special Topics on Tourism Management, 50 master students on-the-job-training in Hangzhou city of China, 10 hours per day/Total 30 hours

November 2002:

- Special Topics on Tourism Management, 45 master students on-the-job-training in Zhenzhou city of China, 10 hours per day/Total 30 hours

February 2002-July 2002:

- Macro Economics, 32 undergraduate students, 3 hours per week/Total 54 hours
- Management of Attractions, 30 undergraduate students, 2 hours per week/Total 18 hours
- Tourism Professional English, 15 Master students, 3 hours per week/Total 54 hours

August 2002:

- Guide to Management, 52 Master students on-the-job-training in Sanya city of China, 6 hours per day/Total 36 hours
- Guide to Management, 45 Master students on-the-job-training in Haikou city of China, 6 hours per day/Total 36 hours

July 2002:

- Special Topics on Tourism Management, 45 master students on-the-job-training in Haikou city of China, 6 hours per day/Total 36 hours

September 2001-January 2002:

- Special Topics on Tourism Management, 15 undergraduate students, 2 hours per week/Total 36 hours
- Guide to Management, 35 Undergraduate students, 3 hours per week/Total 54 hours

December 2001:

- Special Topics on Tourism Management, 52 master students on-the-job-training in Sanya city of China, 6 hours per day/Total 36 hours

February 1996-July 1996:

- Chinese Geography, 27 Undergraduate students, 2 hours per week/Total 36 hours
- Tourism English (Speaking, Listening), 36 college students, 4 hours per week/Total 72 hours

September 1994-January 1995:

- College English (III), 33 College students, 6 hours per week/Total 108 hours
- Tourism English (Speaking, Listening), 36 college students, 4 hours per week/Total 72 hours

hours

- Economic Geography, 28 Undergraduate students, 2 hours per week/Total 36 hours

February 1994-July 1994:

- College English (II), 33 College students, 6 hours per week/Total 108 hours
- Tourism English (Speaking, Listening), 36 college students, 4 hours per week/Total 72 hours
- Economic Geography, 32 undergraduate students, 2 hours per week/Total 36 hours

September 1993-January 1994:

- College English (II), 33 college students, 6 hours per week/Total 108 hours
- Tourism English (Speaking, Listening), 36 college students, 4 hours per week/Total 72 hours
- Economic Geography, 29 undergraduate students, 2 hours per week/Total 36 hours

## **TOURIST PRACTICE**

English Tour Guide in Chinese Tourist Service and Chinese International Tourist Service in the summer and winter vacations from 1995-1999.

## **RESEARCH INTEREST**

Tourism Planning, Tourism Marketing, Tourism Geography

## **TEACHING INTERESTS**

Tourism Marketing, Economic Geography

## **REFERENCES**

1. All the above research projects of tourism are done for the local municipalities or local tourist bureau or national tourist bureau or scientific foundation in China or foreign countries.
2. The content of tourist plan project for local area mainly includes local tourist development and strategies, tourist marketing, tourist products planning, tourist environmental protection, tourist sustainability and so on.
3. Available Upon Request