



Faculty & Research



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师资力量

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学术兴趣:全球化视野下的中国本土饭店企业经营管理

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Shanghai, 200433

Academic Interests: Operation and management of China's local hotels in the context of globalization

个人简介

专业研究方向:

旅游企业管理。主要侧重于饭店管理领域的研究，兼做旅游企业管理基础理论研究以及旅游景点景区管理方面的研究。

主要教授课程:

研究生课程:《饭店管理研究》、《旅游接待业战略管理》

本科生课程:《管理学导论》、《饭店经营管理》、《旅游经济与管理》、《旅游景点景区管理》

学术经历:

- 2006.9—至今 复旦大学旅游学系博士研究生在读
- 1997.8—至今 复旦大学旅游学系任教，副教授
- 2001.9—2002.2 日本爱知大学经营学部，访问学者
- 1994.9—1997.7 杭州大学（现浙江大学）旅游学院旅游经济学专业硕士研究生，获经济学硕士学位
- 1990.9—1994.7 杭州商学院（现浙江工商大学）旅游管理系本科生，获管理学学士学位

行业经历：

长期担任多省、市旅游局的“旅游饭店总经理岗位培训班”的课程主讲教师；

受邀为全国近百家中高档饭店做过有关于饭店产业发展动态和饭店企业经营的讲座；

曾为多家饭店的筹建开业、经营战略和员工培训做过项目咨询；

负责或参与过二十多项城市旅游总体发展规划或景点景区旅游策划项目的制定。

Main research focus:

Tourism business administration. Focusing on researches in the field of hotel management, as well as fundamental theoretical researches of tourism business administration and management of places of interests.

Major courses teaching:

Master' s course: hotel management studies, strategic management of tourism and hospitality industry.

Bachelor' s course: introduction to management studies, hotel operation and management, tourism economics and management studies, management of places of interests.

Academic experiences:

- 2006.9—present PhD candidate, Department of tourism, Fudan University
- 1997.8—present Associate professor, Department of Tourism, Fudan University

2001.9—2002.2 Visiting scholar, Business department of Aichi University, Japan

1994.9—1997.7 Master of Economics in tourism economics studies, College of tourism, Hangzhou University (merged into Zhejiang University)

1990.9—1994.7 Bachelor of management, Department of tourism, Hangzhou Business College (merged into Zhejiang Gongshang University)

Industrial Experiences:

Tutor of hotel managing director on-job training courses for tourism bureaus of municipal and provincial level;

Invited to give lectures on hospitality industry development and hotel management for hundreds of middle-to-high end hotels;

Counseling of projects in preparation, opening, strategic management and employee training for many hotels;

Led or participated in over 20 urban tourism development plan or planning projects for places of interest.