



Faculty & Research

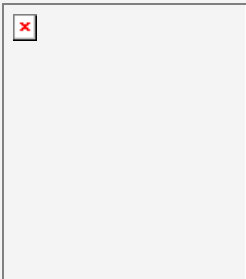


师资力量

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学术兴趣: 旅游管理、会展管理

Professor

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Primary Research Focus:
Tourism Marketing, Marketing Management of Event, Exhibition and Convention

个人简介

专业研究方向:

主要研究方向为旅游市场、会展市场。曾在《Tourism Management》(SSCI)、《Journal of Travel Research》、《International Journal of Leisure and Tourism Management》、《Asia Pacific Journal of Tourism Research》、《旅游学刊》、《旅游科学》等中外学术期刊, 以及美国、英国、德国、澳大利亚、韩国、港澳台等国际学术会议论文集上, 发表中英文学术论文多篇, 出版译著和编著《旅游吸引物管理: 新的方向》、《旅游市场研究理论与案例》、《旅游会展市场前沿理论与实证》、《中国旅游市场需求与开发》等, 编著教育部普通高等院校“十一五”国家级规划教材《旅游市场营销》、上海市紧缺人才培养工程“会展师策划”教材《会展概论》。

主要教授课程:

研究生课程: 《旅游专业英语》、《旅游经济与市场研究》、《旅游市场调研与分析》等; 本科生课程: 《旅游营销管理》、《旅游市场研究》、《会展营销》、《会展旅游专题讲座》等。

学术经历:

1999年博士毕业于中国科学院地理研究所, 当年进入复旦大学工商管理博士后科研流动站, 2001年出站后在复旦大学旅游学系工作至今。曾到School of Tourism and Hospitality Management at Sejong University, Tourism Economics and Marketing Institute at Dresden University of Technology, Department of Leisure and Tourism Department at Stralsund University of Applied Sciences等院校做

访问学者。主持国家自然科学基金、上海市哲学社会科学基金、上海市科学技术委员会（上海市浦江人才计划）、国家旅游局、上海旅游事业管理委员会、教育部留学回国基金等科研课题、韩国高等教育团、德国学术交流基金等国际合作科研课题多项，主持和参与省市自治区的旅游业发展战略或旅游业发展总体规划等横向课题多项。

行业经历：

曾多次在美国、德国、韩国、日本、港澳等海外参加国际学术会议，进行学术报告、演讲或讲学，曾兼职于中国旅行社首都旅行分社、中国国际旅行社新疆分社等。

Professional Biography:

Dr. Guo had published many papers in academic journals such as “Tourism Management”(SSCI), “Journal of Travel Research”(SSCI), “International Journal of Leisure and Tourism Management”, “Asia Pacific Journal of Tourism Research”, “Tourism Tribune” in Chinese, “Tourism Sciences” in Chinese. She had also published many articles in international conferences in USA, Great Britain, Germany, Australia, Korea, Hong Kong, Macau and Taiwan in China.

Dr. Guo got the teaching job at Department of Tourism of Fudan University in 2001. She had been as a visiting scholar in School of Tourism and Hospitality Management at Sejong University, Tourism Economics and Marketing Institute at Dresden University of Technology, Department of Leisure and Tourism Department at Stralsund University of Applied Sciences.

Dr. Guo had been many team leaders and members for academic projects supported by Natural Science Foundation of China, Shanghai Planning Fund of Philosophy and Social Sciences, China National Tourism Administration Bureau, Shanghai Tourism Administration Bureau, Korean Foundation for Advanced Studies, German DAAD, etc. And she had been also involved in many consulting projects about tourism planning and marketing strategy for provincial or local government in China.

Courses Taught:

Graduate: *Professional English, Research on Tourism Economics and Market, Tourism Survey and Analysis;*

Undergraduate: *Tourism Marketing Management, Research on Tourism Market, Marketing for MICE, Lectures on Tourism and Event Management.*

Academic Degrees:

Dr. Yingzhi Guo got Ph.D. Degree at Chinese Academy of Sciences in 1999. She had done research as post-doctor fellow at Exchange Station of Business Administration Management Scientific Research of Fudan University in Shanghai of China from 1999-2001.

Industry Involvement:

Had involved in many academic reports, lectures and presentations in international conferences and universities; Had been a part-time job in Capital Branch of China Travel Agency, Xinjiang Branch of China International Travel Agency, etc.

