

CV of Zhang Xianchun

Zhang Xianchun, Male, born in May 1970, professor of management, visiting scholar of Tsinghua University School of Economics and Management and Business School of Hunan University, incumbent as the member of Academy Committee, dean of Belt and Road International School, Chief Scientist of Guangxi-ASEAN Collaborative Innovation Center for Tourism, director of Maritime Silk Road Economic Research Center in Guilin Tourism University. His research is focus on the fields of tourism and regional sustainable development, strategic enterprise management and tourism marketing mixture management.

Key business experience:

1993.7-2002.2, job for the management in the fields of electronic information, pharmaceuticals manufacture, had been the vice general manager in three companies successively.

2002.2 until now, as a faculty in Guilin Tourism University, had been the vice director of president office, dean of Business Department, dean of International Education and Exchange School and party secretary of GL International Hospitality Management School in Guilin Tourism University successively.

2007, in charge of introducing the international cooperated program of Hospitality & Culinary Arts at George Brown College, Canada.

2004, in charge of introducing the international cooperated program of Ecole Hoteliere Lausanne, Switzerland.

Key academic results:

Host of The National Social Science Fund of China research topic: The Impact of Chinese Outbound Tourism to ASEAN Countries Under the Background of Belt and Road Initiative. Has published 15 papers in Chinese key academic journals, in which 3 papers are recorded by EI and ISTP in the same time. Published university textbook of "MICE Tourism" and "Tourism Marketing Management", made presentations in academic conference for several times.

Key papers:

1. Creative Concept for Eco-Tourism Industry Development Model
2. Research on the Spatial and Temporal Evolution Model of Urban Growth
3. The Strategy Research on Optimizing Urban System in Western Shore Economic Zone, Strategic Research on Optimizing Urban System in Ningxia Province
4. Exploration of the Mode of Integrated University-Enterprise Cooperation.
5. Curriculum Design and Analysis for the Leading Competency Cultivation for GMS Tourism Leaders.