

SUN, Yunlong

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Personal Profile

- Gender: Male
- Academic Positions: Professor
- Positions:

Executive Deputy Director of the Tourism Department, Fudan University; Director of the Master of Tourism Administration (MTA) Program;

Deputy Director of the Key Laboratory of Digital Cultural Heritage Protection and Intelligent Computation of Cultural and Tourism (Ministry of Culture and Tourism);

Deputy Director of the Ministry of Commerce Consumption Big Data Laboratory;

Member of the Fudan University Teaching Steering Committee;

Member of the Fudan University Professional Degree Graduate Education Steering Committee

Research Fields

- Leisure and Cultural Creative Industries
- Digital and Intelligent Innovation and Application in Cultural Tourism
- Tourist Revitalization of Intangible Cultural Heritage

Teaching Courses

- Undergraduate Courses: Financial Management, Theory and Practice of Tourism Innovation and Entrepreneurship
- Graduate Courses: Leisure and Cultural Creative Industries, Technological Innovation and Entrepreneurship under the Integration of Culture and Tourism

Working Experience

- Fudan University Tourism Department: July 2002 to present

Education Background

- 2003-2009, Ph.D., School of Philosophy, Fudan University
- 2006-2008, DAAD Joint Ph.D. Program, School of Philosophy, Humboldt University, Germany
- 1999-2002, Master's Degree, School of Management, Fudan University
- 1994-1998, Bachelor's Degree, School of Management, Fudan University

Academic Monographs

- [1] Dwelling and Paideia: An Ontological Study of Leisure, Fudan University Press, ISBN: 978-7-309-17687-2, 2024
- [2] Creating a Jiangnan Reception Room: Innovation Practice of Integration of Culture and Tourism in the Sheshan National Tourism and Holiday Resort, 2023 Shanghai Think Tank Report Series, Shanghai People's Publishing House, ISBN: 978-7-208-18480-0, 2023
- [3] Customized Tourism, Shanghai People's Publishing House, ISBN: 978-7-208-17952-3, 2022
- [4] The Discovery of “Leben” and the Formation of Historical Materialism," Fudan University Press, ISBN: 978-7-309-08389-7, 2011

Academic Papers

- [1] Y. Sun. "Tourism Restructuring from the Perspective of New Productive Forces," Geographical Science, 2025, 45(01)
- [2] Q. Wang, Y. Sun*, F. Xie, "Guest Experience at Internet-Celebrated B&Bs: A Media-Spectacle Inquiry," Tourist Studies, SSCI, 2025, 25(1)
- [3] Y. Wang, M. Li, G. Liu, X. Zhang, Y. Sun, Z. Qian*. "MSAQE: A Large-Scale Dataset for Multi-View Scenic Areas Quality Evaluation," The 30th International Conference on Database Systems for Advanced Applications (DASFAA 2025), Singapore, May 26-29, 2025.
- [4] Q. Li, Y. Sun*, Z. Liu, B. Ning, Z. Wu. "Spatial Distribution, Influencing Factors and Sustainable Development of Fishery Cultural Resources in the Yangtze River Basin," Land, SSCI, 2024, 13 (8)
- [5] J. Liu, K. Xie, W. Chen, Y. Liu, Y. Sun*. "How Incumbents Beat Disruption? Evidence from Hotel Responses to Home Sharing," Production and Operations Management, UTD24, SCI, 2023, 32(9)
- [6] Y. Wang, Q. Ying, Y. Sun*, Z. Qian, X. Zhang. "A DTCWT-SVD Based Video Watermarking Resistant to Frame Rate Conversion," 2022

- International Conference on Culture-oriented Science & Technology (ICCST), EI, 2022, 8
- [7] Y. Sun. "The Full Impact of the COVID-19 Pandemic on China's Tourism Industry and Policy Responses," Covid-19's Economic Impact and Countermeasures in China, Scopus, 2022, 7
- [8] Y. Sun. "Empowering the Tourism and Culture Industry with the Metaverse: Opportunities and Challenges," Zhangjiang Technology Review, February 2022

Working Grants

- [1] Shanghai Municipal People's Government Decision-Making Consultation Research Project: Study on New Growth Points of Shanghai Consumption, Shanghai Municipal Bureau of Statistics, Principal Investigator, 2024
- [2] "15th Five-Year Plan" Period Study on Shanghai Inbound Tourism Promotion and Publicity, Shanghai Municipal Bureau of Culture and Tourism, Principal Investigator, 2024
- [3] Tourism Consumption Big Data Monitoring, Forecasting, and Industry Analysis Project, Shanghai Municipal Bureau of Culture and Tourism, Principal Investigator, 2024
- [4] National Key Research and Development Program "Cultural Technology and Modern Service Industry" Key Special Project "Digital Cultural and Creative Asset Rights Management and Service Network": "Digital Cultural and Creative Knowledge Base" Project 2023YFF0905004, Ministry of Science and Technology, Principal Investigator, 2023
- [5] Research on Intelligent Recognition and Rights Protection of Digital Cultural Assets, Ministry of Culture and Tourism, Principal Investigator, 2023
- [6] Revision of Shanghai Local Standard "Quality Requirements for Rural Homestay Tourism Services" (DB 31/T 299—2018), Shanghai Municipal Bureau of Culture and Tourism, Principal Investigator, 2023
- [7] Research on Digital Cultural Development Requirements and Strategic Suggestions for Digital Transformation of Shanghai Culture, Shanghai Municipal Commission of Economy and Informatization, Principal Investigator, 2023
- [8] Research on Sustainable Development of Rural Tourism Sites in Metropolis Based on Multi-Modal Data Intelligent Computing, Shanghai Municipal Philosophy and Social Sciences Planning Key Think Tank Project, Principal Investigator, 2023

Personal & Academic Service

- [1] Member, Professional Committee on Regional Tourism Development, Regional Science Association of China
- [2] Member, Shanghai Tourism Standardization Technical Committee

Courses Construction

- [1] The FIST course "Technological Innovation and Entrepreneurship under the Integration of Culture and Tourism" was selected as a 2021 Fudan University Graduate Course Ideological and Political Construction Project, Course Leader
- [2] The Suzhou High-Tech Zone MTA Practice Base was selected as a 2020 Fudan University Demonstration Professional Degree Graduate Professional Practice Base, Base Leader