

Xinmei (May) Zhang

Assistant Professor

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Academic Interests:

Tourism development and Social change

Primary Research Focus:

Rural Tourism, Urban Tourism and Tourism Planning, etc.

Courses Taught:

Undergraduate: *The Sociology of Tourism, Travel Agency Management*

Graduate: *Progress in International Tourism Studies, Progress in the Sociology of Tourism, English for travel and tourism*

MTA Program: *Marketing Channels*

Professional Biography

Dr. Xinmei Zhang is an assistant professor at the tourism department of Fudan University. She received her Ph.D. in Geography (major in tourism and recreation planning) from the Peking University in 2008, and has taught in the department of tourism in Fudan University since 2009. Dr. Zhang had studied at School of Hotel, Restaurant and Tourism Management of the University of

South Carolina for one year in 2007, and worked in Purdue Tourism and Hospitality Research Center of Purdue University as a visiting scholar in 2007. Dr. Zhang has published over 10 academic papers in Chinese and English.

Academic Degrees:

- Ph.D., Peking University
- M.A., Peking University
- B.A., Peking University

Industry Involvement:

Dr. Zhang has rich background and experience in tourism planning and tourism consultant field. She has conducted 12 different consultant reports and case studies in travel and tourism related industry as the project manager. She also completed 2 tourism planning projects in Hangzhou, Beijing, as well as involved in strategic/master tourism plan for 7 cities, including Hangzhou, Xi'an, and Luoyang, etc.

Dr. Zhang has industry experience in resort and theme park management.