

SUN, Yunlong

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Personal Profile

- Gender: Male
- Academic Positions: Professor, Doctoral Supervisor
- Positions:

Vice Dean of the School of Lifelong Education, Fudan University

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