

张朝枝
复旦特聘教授 博导
联合国教科文组织名录遗产地可持续旅游教席主持人



2004 年于中山大学获博士学位，先后工作于复旦大学和中山大学，2024 年 5 月起重返复旦大学任复旦特聘教授。主要讲授《文化与遗产旅游》、《旅游目的地管理》、《旅游学概论》等多门本科生、研究生课程，长期对国内多个重要世界遗产地进行旅游发展与遗产保护跟踪研究。截止 2023 年底，主持在研或完成国家基金 6 项，省部级科研项目 4 项，在国内外权威学术期刊发表论文 150 余篇，出版专著 3 部，教材 2 部，Google scholar H 指数 31。中国旅游教育协会首届“旅游教育名师”，中山大学第八届教学名师，多次应邀在国际国内重要学术会议进行主题报告。

兼任教育部（教科文组织全国委员会）、文化和旅游部、国家林草局、国家文物局等多个国家部委的遗产与可持续旅游领域相关专业委员会专家委员。兼任联合国教科文组织、国际古迹遗址理事会、联合国旅游组织、世界自然保护联盟、世界经济论坛等多个国际组织遗产与可持续旅游相关专业领域专家委员。兼任武陵源、九寨沟、黄龙、开平碉楼与村落等多个世界遗产地政府顾问或咨询专家。主持完成政府、企业、事业单位委托旅游规划、旅游发展、遗产保护利用等咨询课题 100 余项。

兼任《Journal of Sustainable Tourism》、《Journal of Destination Marketing and Management》、《Journal of Hospitality Marketing and Management》、《Tourism Management Perspective》等多个 Q1 区 SSCI 期刊编委，以及《旅游学刊》、《旅游科学》等多个权威中文期刊编委或领域主编。

Dr. Zhang Chaozhi is a full professor of tourism at Fudan University, and the UNESCO Chair Holder on Sustainable Tourism in UNESCO Designated Sites.

He obtained his Ph.D. degree from Sun Yat-sen University in 2004 and subsequently worked at Fudan University and Sun Yat-sen University. Since May 2024, he has returned to Fudan University as a Distinguished Professor. He primarily teaches various undergraduate and graduate courses such as "Culture and Heritage Tourism," "Tourism Destination Management," and "Introduction to Tourism Studies." He has been engaged in long-term tracking research on tourism development and heritage conservation in several important World Heritage tourism destination in China. He has published more than 150 papers in both international and domestic peer-reviewed journals and five books over the past two decades. Additionally, he has led six national-level research projects.

Dr. Zhang served as the UNESCO Chair holder on Sustainable Tourism in UNESCO Designated Sites and was an expert member of several international organizations, such as the World Economic Forum, ICOMOS-ICTC, IUCN-WCPA, and UNTourism-MCSTO. He also acted as a government advisor for heritage sites such as Zhangjiajie, Jiuzhaigou, Huanglong, and Fanjingshan in the area of sustainable tourism. Furthermore, he served on the editorial boards of several top-tier international and domestic academic journals, among others