

On the Chinese National Cultural Heritages:  
Tourism Development and Education



**Yanling Zhang, Fang Xie  
Zhenghuan Li, Xiaohuai Wu**

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## **About the Author**

This book presents results of a series of research projects focused on sustainable Chinese cultural heritage protection and tourism development. These sponsored projects include 1) Tianjin Art Science Planned Program, “Place Attachment and Reproduction of Intangible Cultural Heritage”, Program NO: C14005; 2) The Ministry of education of Humanities and Social Science project (13YJCZH096). The book was jointly composed by Professor Dr. ZHANG, Yanling; Professor Dr. XIE Fang; Dr. LI Zhenghuan; and Dr. WU Xiaohuai.

Professor Dr. Zhang, Yanling went to Germany and started her study in the International Management of Resources and Environment (IMRE) program in 1999. IMRE is a MBA program provided by the TU Bergakademie Freiberg. After finishing her MBA study, she went for a Ph. D program in economics offered by CERGE-EI in Prague. In 2002, Zhang went back to Freiberg, Germany and began to pursue a PHD program under the supervision of one of the top researcher in Industrial Ecology and Environmental Policy, i.e. Udo, E. Simonis and Professor Jan C. Bongaerts. During the period of her PHD research, Zhang initiated and complete a project supported by DAAD “A Research on the Chinese Environmental Market and Environmental Industry”. Meanwhile, she used to work as a lecturer on the strategic management for the MBA program. In 2005, Zhang got her PHD degree in Management from TU Freiberg and published her first book: From Theory to Practice – Environmental Management in China.

In September 2005, Zhang went back to China. At present she worked as a professor and the deputy director of the tourism management department from Tianjin University of Finance and Economics. Up to date, Zhang published around 40 papers associated with corporate and tourism management. In addition, she edited a series of Proceedings for the Euro-Asia Conference on SCR and Corporate Environmental management. All conference proceeding was accepted by ISSHP/ISTP from ISI. By the end of 2006, Zhang set up the Euro-Asia

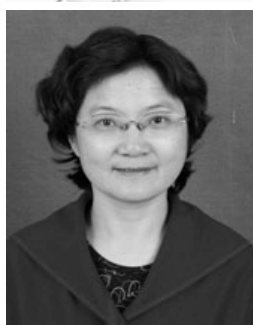
Association for Responsible Tourism. In 2012, Zhang created the “Journal of Environmental Governance and Corporate Social Responsibility” jointly with Professor Dr. Udo. E. Simonis and Professor Dr. Jan C. Bongaerts. At present, she is deeply engaged in the promotion of sustainable tourism development and cultural heritage tourism protection in China.



**ZHANG, Yanling Ph.D., MBA, Graduated from the TU Bergakademie Freiberg, Germany**

**Professor in Tianjin University of Finance and Economics**

**E-mail: zhangful@hotmail.com**



**XIE Fang Ph.D., Graduated from Nankai University**

**Professor in Tianjin University of Finance and Economics, E-mail: Xiefang528@yahoo.com**



**LI Zhenghuan Ph.D., from Huaqiao University**

**Associated Professor in Tianjin University of Finance and Economics,**

**E-mail: lizhenghuan113@sohu.com**



**WU Xiaohuai**

**Dean of Tourism College, HCVT**

**E-mail: xh.wu.323@163.com**

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