

Teaching Achievements of Tourism Market Studies

Teaching achievements of this course can be mainly divided into two categories: papers related to the teaching of this course and papers led by undergraduates or in which undergraduates participated through this course. The catalogs of teaching achievements are as follows:

1 Papers Related to the Teaching of this Course

- 1 郭英之, 董秋琴, 董坤, 王莹, 李海军. 高等院校全英文研讨课程教学创新与人才培养研究与实践[A]. 旅游创新与人才培养国际学术研讨会文集[C]. 复旦大学旅游学系主办, 上海, 2016年10月15-16日: 19-28.
- 2 李海军, 谢继忠. 我国旅游管理专业本科生学习动机实证研究[A]. 旅游创新与人才培养国际学术研讨会文集[C]. 复旦大学旅游学系主办, 上海, 2016年10月15-16日: 65-81.
- 3 董秋琴. 学生家庭收入与学习效果之间关系的实证研究: 以高校旅游管理专业为例[A]. 旅游创新与人才培养国际学术研讨会文集[C]. 复旦大学旅游学系主办, 上海, 2016年10月15-16日: 92-101.
- 4 王莹. 旅游高等教育学习兴趣、学习态度和教学效果聚类分析实证研究[A]. 旅游创新与人才培养国际学术研讨会文集[C]. 复旦大学旅游学系主办, 上海, 2016年10月15-16日: 137-151.
- 5 董坤, 孙晓川, 王莹. 高等院校旅游管理专业本科生学习动机、学习兴趣对教学满意度的影响路径实证研究[A]. 旅游创新与人才培养国际学术研讨会文集[C]. 复旦大学旅游学系主办, 上海, 2016年10月15-16日: 230-241.
- 6 李娟, 李忠信, 曲莉娜. 基于学生需求认知的旅游专业本科与高职教学满意度差异实证研究[A]. 旅游创新与人才培养国际学术研讨会文集[C]. 复旦大学旅游学系主办, 上海, 2016年10月15-16日: 296-305.
- 7 Guo Y Z, Dong K, Mayfield V. The China Tourism Market: Advanced Theories & Empirical Cases[M]. Beijing: Science Press, 2016. [ISBN: 978-7-03-0502346-6]
- 8 董坤, 郭英之, 李小民. 新常态下本科生学习兴趣和态度对教学效果及满意度影响的路径机理与区域差异实证研究[A]. 第二届中国青年旅游论坛论文集[C]. 北京第二外国语学院和中国自然资源学会主办, 北京, 2016年5月21-22日: 258-274.
- 9 Guo Y Z, Dong K, Huang J F, Dong Q Q, Zhang C. A Study on the Impact of Learning Interest and Attitude on Teaching Effect and Satisfaction in Tourism Management of China[A]. The Proceedings of the 2016 International Conference on Sustainable Tourism and Global-local Understanding[C]. Hosted by the Chinese University of Hong Kong (CUHK), Hong Kong, China, May 11-13, 2016.
- 10 黄剑锋, 陆林, 李小民, 金贞熙. 学习兴趣和态度对教学效果及满意度影响的实证研究: 以高校旅游管理专业为例[J]. 管理世界, 2015, 31(Supp.增刊): 230-235.
- 11 欧阳怡, 钟瑞国, 郭英之. 空中进修学院之五环式远距教学媒体应用与学生学习满意度分析(The Investigation of Distance Learning Media and Student Satisfaction Using the Path Analysis Method: Example of National College of Continuing Education Affiliated with National Taichung University of Science and Technology)[J]. 数位与开放学习期刊, 2015(6): 1-18. [ISSN: 2071-3703]
- 12 黄剑锋, 郭英之, 李小民, 柳红波. 旅游管理专业学生学习态度和兴趣对学习效果影响的实证研究[A]. 2014 旅游品牌化和旅游传播国际研讨会文集[C]. 安徽师范大学国土资源与旅游学院和美国普渡大学酒店与旅游管理学院主办, 安徽芜湖, 2014年10月24-25日: 75-85.
- 13 李小民, 郭英之, 柳红波, 黄剑锋. 东西部地区高校旅游管理专业教与学的实证研究[A]. 第二届旅游教育与培训国际论坛暨第九届中国旅游论坛文集[C]. 香港理工大学旅游与酒店管理学院、桂林旅游高等专科学校主办, 广西桂林, 2014年10月16-18日: 165-176, 280-289. [ISBN: 978-962-347-778-3]
- 14 郭英之. 旅游市场营销(第三版)(普通高等教育“十一五”国家级规划教材)[M]. 大连: 东北财经大学出版社, 2014. [ISBN: 978-7-5654-1663-7]

- 15 郭英之, 王秋霖. 全英文研讨型课程教学模式创新与实践研究: 以《旅游市场研究》课程为例[A]. 2013年复旦大学“教学创新与学习转型”研讨会论文集[C]. 复旦大学教师教学发展中心主办, 上海, 2013年5月18日: 137-146.
- 16 郭英之. 中国出境旅游市场定位与影响因子[M]. 北京: 知识产权出版社, 2012. [ISBN: 978-7-51301193-8/F-516]
- 17 周希炯, 郭英之, 叶彦博. 我国旅游管理高等教育教学改革与培养模式的互动研究[J]. 研究与发展管理, 2008, 20(Supp.增刊): 124-127. [ISSN: 1004-8308]

2 Papers Led by Undergraduates or in Which Undergraduates Participated Through this Course (* means an undergraduate)

- 1 郭英之, 董坤, 孙晓川, 董秋琴, 李海军, 王莹, 陶京*. “一带一路”背景下我国文化监管体系实证研究与国家治理战略[A]. 河西走廊与丝绸之路学术研讨会论文集[C]. 复旦大学文科科研处、复旦-甘肃丝绸之路经济带协同发展研究院、复旦瑞南一带一路研究中心主办, 上海, 2016年7月5日.
- 2 董坤, 陶京*, 郭英之, 苏勇. 市场需求视角下的文化市场监管体系构成与法治化策略研究[A]. 2015年上海市“都市文化与法治文明”研究生学术论坛论文集[C]. 俞钢, 蒋传光主编. 上海: 上海三联书店出版社, 2016: 35-52. [ISBN: 9787542655004]
- 3 柳红波, 陶京*, 苏勇. 历史文化风貌区旅游开发与保护游客感知研究[J]. 管理世界, 2015, 31(Supp.增刊): 35-40.
- 4 叶新*, 伊思桐*, 黄剑锋. “一带一路”下新疆旅游客源风险感知的实证研究[A]. 互联网思考下的旅游业创新与发展青年论坛论文集[C]. 复旦大学旅游学系主办, 上海, 2015年9月12-13日: 142-153.
- 5 郭英之, 董坤, 叶新*. 危机事件下边疆旅游客源市场风险的感知差异实证研究[A]. 第六届中国民族旅游论坛论文集[C]. 中国人类学民族学研究会民族旅游专业委员会主办, 内蒙古鄂尔多斯, 2015年7月17-19日: 427-437.
- 6 周心圆*, 郭英之. 新常态下利益相关者对旅游业发展效益感知的实证研究: 以河北邯郸为例[A]. 首届中国青年旅游论坛论文集[C]. 北京第二外国语学院主办, 北京, 2015年5月21-24日.
- 7 Guo Y Z, Li X M, Luo D*. An Empirical Study on the Residents' Perception and Attitude to the Socio-cultural Impact of Coastal Tourism: A Case of Qingdao in China[A]. The Proceedings of Charting the New Path: Innovation in Tourism and Hospitality: Innovation – Research – Education, Global Tourism & Hospitality Conference and Asia Tourism Forum[C]. Hosted by Hong Kong Polytechnic University. Hong Kong, China, May 18-20, 2014: 1685-1689.
- 8 Chen Y, Guo Y Z, Liu H B*, Liu J*. An Empirical Study on Adventure Tourism Management: A Balance between Risk and Thrill in China[A]. The Proceedings of the 18th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism[C]. Hosted by School of Hospitality Business Management, College of Business, Washington State University, The Fairmont Olympic Hotel, Seattle, Washington, January 3-5, 2013.
- 9 Hu T, Guo Y Z, Liu J*. A Study on the Correlation between Cruising Motivation and Cruising Intention[A]. The Proceedings of the 18th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism[C]. Hosted by School of Hospitality Business Management, College of Business, Washington State University, The Fairmont Olympic Hotel, Seattle, Washington, January 3-5, 2013.
- 10 Li M W, Guo Y Z, Huang Y H*, Wang Q L. A Study on the Factors Affecting the Use of Mobile Travel Guide Systems During Travel[A]. The Proceedings of the 18th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism[C]. Hosted by School of Hospitality Business Management, College of Business, Washington State University, The Fairmont Olympic Hotel, Seattle, Washington, January 3-5, 2013.
- 11 Liu X Y, Guo Y Z, Liu H B*, Xie L J. A SWOT Analysis on the Key Social Impacts of Events on Host

- Communities[A]. The Proceedings of the 18th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism[C]. Hosted by School of Hospitality Business Management, College of Business, Washington State University, The Fairmont Olympic Hotel, Seattle, Washington, January 3-5, 2013.
- 12 Zhang H B*, Guo Y Z, Wang Q L, Huang Y H. A SWOT Analysis on Business Model of Online Travel Industry of China[A]. The Proceedings of the 18th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism[C]. Hosted by School of Hospitality Business Management, College of Business, Washington State University, The Fairmont Olympic Hotel, Seattle, Washington, January 3-5, 2013.
 - 13 Sharypova A, Yang X H, Guo Y Z, Liu J*. An Empirical Study on Motivation Perception and Impact Perception of Tourists to Visit 2011 Kazakhstan Asian Winter Games[A]. The Proceedings of the 18th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism[C]. Hosted by School of Hospitality Business Management, College of Business, Washington State University, The Fairmont Olympic Hotel, Seattle, Washington, January 3-5, 2013.
 - 14 Liu J*, Curtis C, Qu H L, Guo Y Z. Impression Management and Organizational Citizenship Behavior: An Investigation of Other Orientation[A]. The Proceedings of the 18th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism[C]. Hosted by School of Hospitality Business Management, College of Business, Washington State University, The Fairmont Olympic Hotel, Seattle, Washington, January 3-5, 2013.
 - 15 Deng Q*, Guo Y Z, Xie L J, Ye Y X, Pei Y L, Chen Y. An Empirical Study on Residents' Motivation to MICE Activities: An Example of Shanghai in China[A]. The Proceedings of Events, Business Travel, Tourism & Education[C]. Hosted by Sun Yat-sen University & The University of Queensland, Guangzhou, China, November 20, 2008: 56-65. [ISBN 978-1-8649-9933-4]
 - 16 Zhang Y*, Qu H L, Guo Y Z. A study of the agglomeration of China convention industry: an economic and neo-economic geography framework approach[A]. The Proceedings of 2008 International CHRIE Conference[C]. Hosted by Atlanta, Georgia USA, July 30–August 2, 2008: 549-555.
 - 17 Chen Y*, Guo Y Z, Wang K C, Qu H L. An Analysis of Tourism Marketing Strategies of 2008 Beijing Olympic Games[A]. The Proceedings of Hospitality & Tourism Education: Trends & Strategies [C]. Hosted by 12th Asia Pacific Association & 4th Asia Pacific CHRIE. Hualien, Taiwan, June 26-29, 2006: 68-74
 - 18 Peng L Y*, Wang K C, Guo Y Z, Qu H L. A Study on the Marketing of Tourism Products in China[A]. The Proceedings of Hospitality & Tourism Education: Trends & Strategies [C]. Hosted by 12th Asia Pacific Association & 4th Asia Pacific CHRIE. Hualien, Taiwan, June 26-29, 2006: 1817-1824.
 - 19 Zou R R*, Guo Y Z, Wang K C, Jiang J X. A Study on Tourism Price Strategy in China[A]. The Proceedings of Hospitality & Tourism Education: Trends & Strategies [C]. Hosted by 12th Asia Pacific Association & 4th Asia Pacific CHRIE. Hualien, Taiwan, June 26-29, 2006: 1835-1844.
 - 20 Hou Y S, Guo Y Z, Zhou C*. A Study on the Education and Training Experts and Specialists for 2008 Beijing Olympic Games[A]. The Proceedings of the 7th Biennial Conference on Tourism in Asia[C] Hosted by Tourism, Hospitality & Foodservice Industry in Asia: Development, Marketing & Sustainability, Jeonju, Korea, May 11-14, 2006: 399-406. [ISBN: 962-367-517-8]