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Hanqin Qiu Zhang is an Associate Professor of international tourism. She received her BA from Nankai University in Mainland China, her MA from University of Waterloo in Canada, and her PhD from University of Strathclyde in UK. She has been teaching China tourism related subjects at both undergraduate and graduate level. Her research interests are tourism studies, consumer behaviour, and China hotel and tourism development and policy issues.

She has served as guest editors for International Journal of Contemporary Hospitality Management and Journal of Vacation Marketing on Special Issues for China Hotel and Tourism Development. She was also the regional editor for International Journal of Contemporary Hospitality Management. She has published more than 50 refereed journal articles in major international journals (e.g. International Journal of Hospitality Management, Journal of Travel Research, Tourism Management, International Journal of Contemporary Hospitality Management and Journal of Vacation marketing) and presented about 55 research papers at international conferences.

As the coordinator for China MSc in the School of Hotel and Tourism Management at the Hong Kong Polytechnic University, she has started MSc Program together with Zhejiang University in 1999 and now the program is running very successfully. Dr. Zhang has been actively involved in consulting and executive training programs in China. She has coordinated various training projects for World Tourism Organization, China Hotel Association, China Travel Hotel Management Services HK Ltd, Guangzhou Hotel Association, Beijing Creatist Human Resources Services Co. Ltd and so on. In 2000 she worked for World Tourism Organization as a consultant to develop tourism master plan for Yunnan province. She was once again appointed by WTO to develop tourism master plan for Heilongjiang province in China in 2002.