



2023中国-东盟教育交流周
2023 China-ASEAN Education Cooperation Week

2023 中国-东盟教育交流周
2023 China-ASEAN Education Cooperation Week

**校旅结合：中国式现代化背景下贵州乡村旅游产业
提质升级路径**

The Combination of School and Tourism: the Path of
Improving and Upgrading the Rural Tourism in Guizhou
Under the Background of Chinese Modernization

会议手册

Conference Manual

中国 // 贵州 // 都匀
Duyun·Guizhou·China
2023年10月19日-10月21日
19-21 October, 2023

主办单位

贵州省教育厅

中国-东盟教育交流周组委会秘书处

Sponsored by

Guizhou Provincial Department of Education
Secretariat of the Organizing Committee of China-Asean
Educational Exchange Week

承办单位

黔南民族师范学院对外交流合作处

黔南民族师范学院科研处

贵州省高校乡村振兴研究中心

黔南民族师范学院经济管理学院

黔南民族师范学院旅游与资源环境学院

Organized by

International Center of Exchange and Cooperation,
Qiannan Normal University for Nationalities

Office of Academic Research
Qiannan Normal University for Nationalities

Guizhou Provincial University Rural Revitalization
Research Center

School of Economics and Management,
Qiannan Normal University for Nationalities

School of Tourism and Resource Environment,
Qiannan Normal University for Nationalities

时间·地址

2023 年 10 月 20 日 08:30-17:30

汇悦酒店 4A 会议厅

Time, Venue

8:30 -17:30 , 20 October , 2023

Conference Hall 4A, Huiyue Hotel

论坛主题

校旅结合——助力乡村旅游产业化

习近平总书记指出：“原生态是旅游的资本，发展旅游不能牺牲生态环境”“要抓住乡村旅游兴起的时机，把资源变资产，实践好绿水青山就是金山银山的理念。”这些重要论述科学回答了新时代旅游业发展的根本性、方向性问题。近年来，贵州牢牢守好发展和生态两条底线，充分发挥旅游产业化在贵州高质量发展中的重要作用，围绕“资源、客源、服务”三大要素，用好世界级资源、对标世界级标准，充分发挥比较优势，提升旅游格调品位，加快推动贵州旅游产业化实现新突破。

黔南民族师范学院在开创“校农结合”“校工结合”服务地方经济社会新模式的基础上，将高校人才、技术、知识优势与地方旅游资源充分再融合，积极探索“校旅结合”新路径，开创“校旅结合”新模式，为地方经济社会发展和全面推进乡村振兴做出了积极贡献。

Forum Theme

The Combination of School and Tourism - Assisting in the Industrialization of Rural Tourism

General Secretary Xi Jinping pointed out that "the original ecology is the capital of tourism, and the development of tourism cannot sacrifice the ecological environment." "It is necessary to seize the opportunity of the rise of rural tourism, turn resources into assets, and act on the principle that lucid waters and lush mountains are invaluable assets." These important expositions scientifically answer the fundamental and directional questions of the development of tourism in the new era.

In recent years, Guizhou has firmly adhered to the two bottom lines of development and ecology and fully leveraged the crucial role of tourism industrialization in achieving high-quality development in the province. Focusing on the three key elements of "resources, tourists, and services", Guizhou has effectively utilized its world-class resources and benchmarked against global standards. By harnessing its comparative advantages, the province has elevated the quality and style of tourism, accelerating the realization of new breakthroughs in the industrialization of tourism in Guizhou.

Qiannan Normal University for Nationalities, upon its pioneering efforts in creating a new model of "school-agriculture combination" and "school-industry combination" to serve the local economy and society, has further integrated its strengths in academic talent, technology, and knowledge with the abundant local tourism resources. It has actively explored a new approach known as "school-tourism combination" thereby establishing a novel model of collaboration. This initiative has made a significant contribution to local economic and social development, as well as the comprehensive promotion of rural revitalization.

演讲专家介绍

主旨报告 1：打造世界级旅游目的地的思考 Thinking on Creating a World-Class Tourism Destination

报告人：蒋永穆

(四川大学经济学院 院长)

Yongmu Jiang

(Dean, School of Economics, Sichuan University)



专家简介：蒋永穆，中共党员，四川大学经济学院院长，马克思主义学院教授，博士生导师。中央马克思主义理论研究和建设工程首席专家，四川大学双一流重点建设学科群“马克思主义不当代中国”首席科学家、国家社科基金重大招标项目首席专家、国务院特殊津贴获得者，教育部

新世纪优秀人才、教育部思想政治理论课马克思主义基本原理教学指导委员会委员、教育部金融类教学指导委员会委员、全国宝钢优秀教师奖获得者、天府万人计划文化领军人才、四川省学术技术带头人、四川省教学名师、四川省委省政府第三届决策咨询委员会宏观经济组委员、四川省首届十大杰出青年经济人物、成都市有突出贡献专家。中国政治经济学学会副会长、全国马克思列宁主义经济学说学会副会长、中国《资本论》研究会副会长。

Expert Introduction:

Yongmu Jiang, member of the Communist Party of China, dean of the School of Economics of Sichuan University, professor of the School of Marxism, and doctoral supervisor. He is the chief expert of the Central Marxist Theory Research and Construction Project, chief scientist of "Marxism and Contemporary China" of the Double First-Class Key Construction Discipline Group of Sichuan University, chief expert of major bidding projects of the National Social Science Fund, recipient of special allowances from the State Council, and New Century Outstanding Scholar of the Ministry of Education Talents, member of the Teaching Steering Committee for the Basic Principles of Marxism in the Ideological and Political Theory Course of the Ministry of Education, member of the Financial Teaching Steering Committee of the Ministry of Education, winner of the National Baosteel Outstanding Teacher Award, leading cultural talent of Tianfu Ten Thousand People Plan, academic and technical leader of Sichuan Province, Sichuan Provincial famous teaching teacher, member of the Macroeconomic Group of the Third Decision-making Advisory Committee of the Sichuan Provincial Party Committee and Provincial Government, the first Top Ten Outstanding Young Economic Figures of Sichuan Province, and an expert with outstanding contributions in Chengdu. Vice president of the Chinese Society of Political Economics, vice president of the National Society for the History of Marxist-Leninist Economic Doctrine, and vice president of the Chinese "Das Kapital" Research Association.

主旨报告 2：绿色转型领导力：赋能 ESG 实现可持续明天
Green transformational leadership: Empowering ESG for a Sustainable Tomorrow

报告人：Leveric T. Ng
(马尼拉雅典耀大学 教授)

Dr. Leveric T. Ng (Professor ,
Ateneo de Manila University)



Expert Introduction : Dr. Leveric T. Ng is currently a faculty of the Ateneo Graduate School of Business (MBA), Jose Rizal University (DBA) for their business graduate programs and De La Salle University. He is also an independent management consultant. Dr. Ng has over 40 years of working experience in board and non-board executive positions in the retail, airline and hospitality industry. He has also been teaching for the last 15 years in undergraduate and graduate schools for leading

universities in the Philippines. He is a reviewer of journal articles and his research interests are in the areas of leadership and corporate governance. He received his Doctoral Degree in Business Administration from the De La Salle University Manila and Masters in Business Administration from Oklahoma City University. He is a Fellow of the Institute of Corporate Directors and a member of the Business Doctoral Society of the De La Salle University Manila and the Philippines Academy of Management.

专家简介：

Leveric T. Ng 博士，目前任教二马尼拉雅典耀商学院、菲律宾黎刹大学商学院和菲律宾德拉萨大学。他还是一名独立的管理顾问。他在零售、航空和酒店业的董事会和非董事会高管职位上拥有 40 多年的工作经验。在过去的 15 年里，他还在菲律宾顶尖大学的本科生和研究生院任教。他是期刊文章的撰稿人，研究兴趣是领导力和公司治理领域。他获得马尼拉德拉萨大学工商管理博士学位和美国俄克拉荷马城市大学工商管理硕士学位。他是公司董事协会的研究员，也是马尼拉德拉萨大学和菲律宾管理学院商业博士学会的成员。

主旨报告 3：新时代背景下校旅融合：变化 挑战 前景
**Integration of schools and tourism in the New Era: Changes,
Challenges and Prospects.**

报告人：杨春宇

（贵州旅游经济与管理研究院 院长）

Chunyu Yang

(Dean of the Guizhou Institute of Tourism Economics and
Management)



专家简介：杨春宇，男，管理学博士，三级教授，博士生导师，贵州财经大学旅游经济与管理研究院院长，贵州省省管与家，享受省政府特殊津贴与家，国家文化和旅游部优秀与家。研究方向为区域旅游 规划与管理，旅游经济学，旅游可持续发展，酒店 管理等方面研究。

在《旅游研究纪事》（Annals of Tourism Research，旅游类期刊世界排名第一）、《旅游研究杂志》（Journal of Travel Research，旅游类 期刊世界排名第三）、《旅游学刊》等国内外权威 期刊发表论文50 余篇，人大资料复印中心《旅游管理》全文转载 7

篇，出版与著 7 部。主持国家自然科学基金、国家社科基金 2 项，参不国际社科重大项目 2 项，其他省部级课题 20 余项，获省部级哲社奖事、三等奖 10 余项。长期服务地方政府咨询与管理工作，提案建议若干，获得省委省政府主要领导肯定性批示 5 次。

Expert Introduction:

Chunyu Yang , male, Ph.D. in Management, third level professor, doctoral supervisor, dean of the Institute of Tourism Economics and Management ,Guizhou University of Finance and Economics, provincial excellent expert, expert enjoying special subsidies from the provincial government, and excellent expert from the Ministry of Culture and Tourism of China. Research directions include regional tourism planning and management, tourism economics, sustainable tourism development, hotel management, and other related fields. He has published more than 50 papers in authoritative domestic and international journals such as Annals of Tourism Research, Journal of Travel Research, and Journal of Tourism Studies, among which 7 papers have been reprinted fully in the data copy Center's "tourism management" of Renmin University of China, and has published 7 monographs. He has presided over 2 projects of the National Natural Science Fund and the National Social Science Fund, participated in 2 major international social science projects, and conducted more than 20 other provincial and ministerial level projects. He has received more than 10 second and third prizes of provincial and ministerial level philosophical and social awards. He has been serving the local governments for a long time in consultation and management work, with several proposals and suggestions, and received 5 affirmative approvals from the main leaders of the provincial party committee and government.

主旨报告 4：弘扬传统与科技融合：在中国式现代化进程中通过元宇宙数字创新助力贵州旅游"

Bridging Tradition and Technology: Empowering Tourism in Guizhou through Meta Verse Digital Innovation amidst Chinese-style Modernization

报告人：Navidreza Ahadi

(诗纳卡宁威洛大学创意产业学院 国际事务主管)

Navidreza Ahadi

(Ph.D , Head of International Affair at College of Creative Industry, Srinakharinwirot University)



Expert Introduction : Dr.Navidreza Ahadi Navidreza Ahadi gained his BBA, MBA, and PhD in Business Administration. Consequently, most of his research and consultation work are related to technology management, consumer behavior, information systems, cross-cultural management, and entrepreneurship. Throughout his career, he was with different industries, business schools, and universities and has published a number of articles in reputable journals and conference proceedings. Dr Ahadi played an instrumental role as a committee member in

establishing the BBA program in Global Entrepreneurship at KMITL Business School in 2019 serving the institution and its students for over five years. Currently, he holds a dual role as a teacher and the head of international affairs at the College of Creative Industry, Srinakharinwirot University. His specialized teaching primarily takes place at the graduate school for the Master of Science program in Creative Brand Management.

专家简介：

Navidreza Ahadi 博士获得工商管理学士、硕士和博士学位。他的大部分研究和咨询工作都不技术管理、消费者行为、信息系统、跨文化管理和创业有关。在他的整个职业生涯中，他曾在不同的行业、商学院和大学工作，并在知名期刊和会议论文集上发表了许多文章。Ahadi 博士作为委员会成员，在 2019 年 KMITL 商学院 建立全球创业 BBA 项目中发挥了重要作用，为该机构及其学生服务了五年多。目前，他在诗纳卡宁威洛大学创意产业学院任教并担任国际事务主管双重职务。主要与业讲授研究生院的创意品牌管理理学硕士课程。

主旨报告 5：数字技术在旅游管理中的应用 The Use of Digital Technologies in Tourism Management

报告人：Annaliza B. Viernes

（菲律宾黎刹大学研究生院主席）

Annaliza B. Viernes

(Professor , Area Chair, Graduate Studies, Business Administration
Program at Jose Rizal University, Philippines)



Expert Introduction : Dr. Annaliza Viernes is a distinguished scholar with a doctorate degree in business administration. Was awarded "with academic distinction" during her graduation from the master's in business administration. is a beacon in academia. With an international footprint, she has showcased her research prowess through multiple presentations abroad. As an esteemed professor, she illuminates the minds of both college and graduate students, fostering intellectual growth. Serving as an area chairperson in the graduate school, Dr. Viernes demonstrates exceptional leadership by guiding academic initiatives. Her expertise bridges theoretical acumen with practical insights, enriching the field. In every role, Dr. Viernes exemplifies excellence, leaving an indelible mark on business education and research. She was a college professor at various universities for several years. Currently, Dr. Viernes is affiliated with two prestigious universities in the Philippines, namely, Jose Rizal University and Rizal Technological University.

专家简介：

Annaliza Viernes 博士是一位杰出的学者，拥有工商管理博士学位。她在工商管理硕士毕业期间被授予“学术荣誉”，是学术界的灯塔。她的足迹遍布国际，通过多次海外演讲展示了她的研究能力。作为一名受人尊敬的教授，她照亮了大学生和研究生的心灵，促进他们智力成长。作为研究生院的区域主席，Viernes 博士通过指导学术活动展现了非凡的领导力。她的与业知识将理论敏锐性不实践见解联系起来，丰富了该领域。在每一个角色中，Viernes 博士都是卓越的典范，在商业教育和研究中留下了不可磨灭的印记。她曾在多所大学担任过教授。目前，Viernes 博士隶属二菲律宾的两所著名大学，即菲律宾黎刹大学和里扎尔理工大学。

主旨报告 6：以管理学角度探索“校旅结合”的成功之路
Exploring the Path to Success in 'School-Tourism Integration' from a Management Perspective.

报告人：Valliappan Raju
(马来西亚普里米尔大学研究部主任)

Valliappan Raju
(Professor , Director of Research Department at Malaysia's Premier University)



Expert Introduction : Prof. Dr. Valliappan Raju is a full professor, postdoctoral fellow, doctoral supervisor, and Head of Research at Malaysia Perdana University. He also serves in adjunct roles at Brno University of Technology in Czech Republic and at Arden University in Germany. He has held visiting scholar positions at universities in the United States, the United Kingdom, India, and other countries. According to the international research platform ResearchGate, as of August 2023, Prof. Dr. Valliappan has authored 256 research papers, which have been indexed in prestigious

databases including SSCI, EI, and Scopus. He is a member of the Doctoral Degree Review Committee of the Malaysian Ministry of Education. Under his guidance, 63 doctoral candidates have successfully obtained their doctoral degrees. He is also a reviewer for several top-indexed journals, including the "Asia Pacific Management Review" (a Scopus Q1 journal). Furthermore, he is the founder and chief editor of the "Journal of Reproducible Research." One of his representative works is "Foundations of Doctoral Thesis Research."

专家简介：

Valliappan Raju 教授博士是马来西亚Perdana 大学的正教授、博士后、博士生导师和研究负责人。他还在捷克共和国布尔诺理工大学和德国阿登大学担任兼职。他 曾 在美国、英国、印度和其他国家的大学担任访问学者。根据国际研究平台 ResearchGate 的数据，截至 2023 年 8 月，Valliappan 教授博士撰写了 256 篇 研究论文，这些论文已在包括 SSCI、EI 和 Scopus 在内的著名数据库中编入索引。他是马来西亚教育部博士学位评实委员会委员。在他的指导下，已有 63 名博士研究生成功获 得博士学位。他还是多家顶级索引期刊的实稿人，包括《亚太管理评论》（Scopus Q1 期刊）。此外，他还是《可重复性研究杂志》的创始人和主编。《博士论文 研究基础》是其代表作之一。

主旨报告 7：中国贵州旅游业的收益管理
Revenue Management in Tourism in Guizhou China

报告人：Dr. Rubi Ana A. Saludario

（菲律宾黎刹大学 教授）

Rubi Ana A. Saludario

(Professor in Graduate Studies, Business Administration Program
at Jose Rizal University, Philippines)



专家简介： Dr. Rubi Ana A. Saludario has been in the academe for 14 years. She has handled administrative positions in educational institutions and Financial Analyst in the Industry. Furthermore, she has extensive research involvement through the organization of conferences and publications. She is also part of outreach activities and community outreach programs in one of the local universities in the Philippines. She obtained her Post Doctoral Degree majoring in Strategic Management and Leadership and her Doctorate in Business in the Philippines. Her Teaching Philosophy: She believes that all children are unique and have something special that they can bring to their education. She will assist the students to express themselves and accept themselves for who they are, as well as embrace the differences of others.

专家简介：

Rubi Ana A. Saludario 已在研究生院工作 14 年。她在教育机构担任行政职务，并在该行业担任金融分析师。此外，她通过组织会议和出版物广泛参与研究。她还参与了菲律宾当地一所大学的外联活动和社区外联项目。她在菲律宾获得了战略管理不领导力与业的博士后学位和商业博士学位。她的教学理念是：她相信所有的孩子都是独一无二的，都有一些特别的东西可以带到他们的教育中。她将帮助学生表达自己，接受自己，并接受他人的差异。

**主旨报告 8：为打造世界级旅游目的地插上人才与科技的翅膀--智慧
旅游管理人才培养创新与实践**

**To give wings to the creation of a world-class tourism destination
with talent and technology - Innovation and Practice in Smart
Tourism Management Talent Development**

报告人：吴忠军

(桂林理工大学 院长)

Zhongjun Wu

**(Dean , College of Tourism and Landscape Architecture , Guilin
University of Technology)**



专家简介：吴忠军，博士，事级教授，桂林理亢大学旅游不风景园林学院院长，旅游划不环境管理与业博士研究生导师，旅游管理不风景园林学硕士研究生导师。中国旅游研究院民族旅游研究基地首席与家，中国人类学民族学研究会民族旅游与业委员会主任。长期从事民族旅游、旅游划不开的教学科研和实践亢作，先后主持召开了 11 届中国民族旅游论坛。主持国家社科基金项目 2 项，国家自 科基金项目 2 项，主持省部级项目 5 项，主持旅游划项目 100 余项，出版与著 5 部，发表论文 90 余篇，出版教材 5 部。

获省部级科研成果一等奖 1 项，三等奖 4 项；省部级教学成果一等奖 2 项，省部级教学成果事等奖 1 项。

Expert Introduction:

Zhongjun Wu, Ph.D., Level 2 Professor, Dean of the School of Tourism and Landscape Architecture, Guilin University of Technology, Doctoral Supervisor in Tourism Planning and Environmental Management, and Master's Supervisor in Tourism Management and Landscape Architecture. Chief Expert of the Ethnic Tourism Research Base of the Chinese Academy of Tourism, and Director of the Ethnic Tourism Professional Committee of the Chinese Anthropology and Ethnology Research Association. He has been engaged in teaching, research, and practical work in ethnic tourism, tourism planning and development for a long time, and has hosted and held 11 sessions of the China Ethnic Tourism Forum. He has presided over 2 National Social Science Fund projects, 2 National Natural Science Fund projects, 5 provincial and ministerial level projects, and over 100 tourism planning projects. He has published 5 monographs, over 90 papers, and 5 textbooks. He has gained 1 first prize and 4 third prizes for provincial and ministerial level scientific research achievements, two first prizes for provincial and ministerial level teaching achievements, and one second prize for provincial and ministerial level teaching achievements.

主旨报告 9：从教育业到旅游业：实现真正的结合
**From the Education Industry to the Tourism Industry: Achieving
True Integration.**

报告人：Azadeh Amoozegar

(马来西亚林国荣创意科技大学研究生学院 主任)

Azadeh Amoozegar

(Professor , Director of the Graduate School at Malaysia's Lin Guorong
University of Creative Technology)



专家简介： Assoc. Prof. Dr. Azadeh Amoozegar is an associate professor, postdoctoral fellow, doctoral supervisor, and the Dean of the Graduate School at Limkokwing University of Creative Technology Malaysia. Her primary research interests lie in the fields of education and tourism, as well as international innovation management. Assoc. Prof. Dr. Azadeh serves as a peer reviewer for international journals such as the "Journal of Social Sciences and Humanities" and the "Journal of Applied Research in Higher Education." She has received awards including the Best Paper Award at the Bali International Education Technology Conference in Indonesia. As a doctoral supervisor, she has successfully guided 16 students to obtain their doctoral degrees, with an additional 10 doctoral candidates currently pursuing their degrees.

专家简介：

Azadeh Amoozegar 副教授博士是马来西亚林国荣创意科技大学的副教授、博士后、博士生导师和研究生院院长。她的主要研究兴趣是教育和旅游以及国际创新管理 领域。她是《社会科学不人文科学杂志》和《高等教育应用研究杂志》等国际期 刊的同行评 实员。她曾在印度尼西亚巴厘岛国际教育技术会议上获得最佳论文奖 等奖项。作为一 名博士生导师，她已成功指导 16 名学生获得博士学位，另有 10 名博士生正在攻读博 士学位。

主旨报告 10：新媒体时代校旅融合发展的路径选择
The Path Selection for the Integrated Development of School and
Travel in the New Media Era.

报告人：张河清

(广州大学 粤港澳大湾区文旅发展研究院 院长)

Heqing Zhang

(Professor , Dean , Guangdong-hong Kong-Macao Greater Bay
Area Cultural Tourism Development Institute, Guangzhou
University)



专家简介：张河清教授/博士生导师/博士后合作导师，教育部“新世纪优秀人才”。现任教育部旅游管理教指委委员、广州大学粤港澳大湾区文旅发展研究院院长、广东旅游竞争力评价研究中心主任、旅游管理国家级一流本科与专业建设点负责人、广州市人民政府决策咨询专家、世界优秀旅游目的地组织（CED）专家委员会委员等。主要研究领域：旅游资源开发规划、文旅大数据管理决策、遗产保护活化利用等；先后主持国家级科研项目 4 项、省部级科研

课题 15 项，主持完成 100 多项地方政府和文旅企业委托的旅游规划策划项目；在国内外重要学术期刊发表论文 180 余篇，出版著作和教材 15 部；获省部级优秀教学科研成果奖 4 项，省级领导批示 3 项，其它教学科研奖励 30 多项。

Expert Introduction:

Heqing Zhang, professor, doctoral supervisor, postdoctoral collaborating supervisor , one of “the Outstanding Talents of the New Century” of the Ministry of Education. He is currently a member of the Tourism Management Education Guidance Committee of the Ministry of Education, the Dean of the Guangdong-Hong Kong-Macao Greater Bay Area Cultural and Tourism Development Research Institute of Guangzhou University, the Director of the Guangdong Tourism Competitiveness Evaluation Research Center, the head of the national first-class undergraduate professional construction site in tourism management, a decision-making consulting expert of the Guangzhou Municipal People's Government, and a member of the Expert Committee of the World Excellent Tourism Destination Organization (CED). Main research areas: tourism resource development and planning, cultural and tourism big data and management decision-making, heritage protection and activation utilization, etc. He has successively presided over 4 national level scientific research projects and 15 provincial and ministerial level scientific research projects, and completed over 100 tourism planning projects commissioned by local governments and cultural and tourism enterprises. He has published over 180 papers and 15 works and textbooks in important academic journals both at home and abroad. He has received 4 provincial and ministerial level excellent teaching and research achievements awards, 3 provincial leadership approvals, and more than 30 other teaching and research awards.

主旨报告 11：校旅结合：文旅融合·创新人才协同培养
School and Travel Integration: The Integration of Culture and Tourism, Innovative Collaborative Talent Development.

报告人：文 静

（黔南民族师范学院旅游与资源环境学院院长 ）

Jing Wen

(Professor , Dean , School of Tourism and Resource Environment)



专家简介：文静, 女, 三级教授, 黔南民族师范学院旅游与资源环境学院院长, 黔南民族师范学院第四批学术带头人、黔南州非物质文化遗产保护委员会与家。现为贵州省社科人文示范基地“贵州南部特色旅游与文化产业示范基地”负责人、黔南民族师范学院现代文化旅游产业学院副院长、黔南非遗文化产业研究院院长、国际金钥匙学院黔南分院副院长, 中融非遗传承文化股份有限公司顾问。研究方向：文化资源保护与开发, 文化产业项目策划。主

持国家级项目 2 项、省级项目 3 项、校级一流与专业建设项目 1 项, 主编出版高校教材 3 部, 获得省级教学成果一等奖 2 项、三等奖 1 项。

Expert Introduction:

Jing Wen, female, Level-3 professor, Dean of the School of Tourism and Resources Environment, Qiannan Normal University for Nationalities, the fourth batch of academic leaders of Qiannan Normal University for Nationalities and an expert at the Qiannan Prefecture Intangible Cultural Heritage Protection Committee. She is currently in charge of the Guizhou Social Science and Humanities Demonstration Base "Guizhou Southern Characteristic Tourism and Cultural Industry Demonstration Base", the Vice Dean of the School of Modern Cultural Tourism Industry of Qiannan Normal University for Nationalities, the President of the Qiannan Intangible Cultural Heritage Industry Research Institute, the Vice President of the Qiannan Branch of the International Golden Key College, and a consultant to Zhongrong Intangible Cultural Heritage Inheritance Co., Ltd. Research direction: Cultural resource protection and development, cultural industry project planning. She has presided over 2 national level projects, 3 provincial level projects, and 1 school level first-class professional construction project, has compiled and published 3 university textbooks, and won 2 second prizes and 1 third prize for provincial teaching achievements.

主旨报告 12：黔南民族文化标志性品牌建设助力荔波打造世界级旅游目的地

The Construction of Iconic National Cultural Brands in Qiannan helps build Libo into a World-class Tourist Destination

报告人：郭 曼

（黔南民族师范学院 经济与管理学院 博士）

Man Guo

(Associate Professor , DBA , School of Economics and Management ,
Qiannan Normal University for Nationalities)



专家简介：郭曼，博士，副教授，黔南民族师范学院经济与管理学院，行政管理专业负责人，新媒体电商现代产业学院班主任，共发表学术论文 10 余篇，编写《市场营销》类教材 3 部；主持厅级重大重点课题 3 项，获得省级教师教学技能比赛赛事等奖 1 项，获得贵州省高校教师教学创新大赛赛事等奖 1 项；获得校级高校教师教学创新大赛一等奖 1 项，二等奖 1 项；获得校级任课教师说课比赛赛事等奖 1 项。研究领域：农村电商，乡村振兴，企业社会责任。

Expert Introduction:

Man Guo, DBA, associate professor, specialty director of Administrative Management at the School of Economics and Management, Qiannan Normal University for Nationalities, and class master of the School of Modern Industry in New Media E-commerce. She has published more than 10 academic papers, written 3 textbooks related to "Marketing"; and presided over 3 major key projects at the department level. She has won 1 second prize in the provincial teacher teaching skills competition, 1 second prize in the Guizhou Province University Teacher Teaching Innovation Competition, 1 first prize and 1 second prize in the school level university teacher teaching innovation competition and one second prize in the school level teacher lecture competition. Research fields: Rural E-commerce, rural revitalization, corporate social responsibility.