

CV

PERSONAL SITUATION

Name: Luo Zhenpeng **Sex:** Male
Date of birth: 06/05/1964
Address: Building 312# 5-401 Hua Jia Di Xi Li, Chaoyang District
Beijing, 100102
P.R.China
Mobile Phone: (00) 86-13521389509

EDUCATION

2010.1-5:

School: Oklahoma State University, School of Hotel and Restaurant Administration
Visitingscholar, the US.

2007.9-NOW

School: University of Stavenger Norway
Major: Ph.D of Management
Degree: Expected 2013

2003.9-2004.8:

School: Christelijke Hogeschool Netherland - CHN, University of Professional Education, the Netherlands
Major: International Service Management
Degree: MA

2000.3-2000.5:

School: School of Hotel and Hospitality Management of the University of Angers, France
Major: Tourism and Hospitality Management

1982.9-1986.7:

School: Beijing Normal University
Major: Mathematics
Degree: Bachelor

WORKING EXPERIENCE

1996.9 - Now: Institute of Tourism, Beijing Union University
Courses Taught: Mathematics (Calculus, Probability & Statistics, Linear Algebra and Linear Programming); Marketing research & Forecasting; Service Marketing.

ENGLISH LEVEL

TOEFL SCORE: 603 (10/2001)

GRE SCORE: 1220 (11/2002)

PUBLICATIONS

- Luo, Z. (2006). Some Views about "On the Character, Satisfaction Degree and Impact of Passengers-Taking Ropeway within a World Heritage Site". *Tourism Tribune*, 21(4), pp.95-96.
- Luo, Z., & Liu, C. (2007). An Analysis of Service Quality of Front Office in Hotels and Customer Satisfaction- A Case Study of Novotel Peace Beijing Hotel. *Tourism Tribune*, 22(3), pp.58-63.
- Luo, Z., & Ning, Z. (2006). A study on Sustainable Tourism in the Forbidden City in Beijing - A service Perspective. *Tourism Tribune* 21(1), pp.50-53.
- Wang, B., Luo, Z., & Hao, S. (2006). A Study on the Current Situation of the Development of Rural Tourism in Beijing. *Tourism Tribune*, 21(10), pp.63-69.
- Luo, Z., Wang, Y., Marnburg, E.. Testing the Structure and Effects of Full Rang Leadership Theory in the Context of China's Hotel Industry. Accepted by Journal of Hospitality Marketing and Management in 2012.

CONFERENCES PROCEEDINGS

- Luo, Z. (2006a). *Information Services of Tourism in Beijing and FIT-the Virtual Value Chain in Services*. Paper presented at the The Fifth Aisa Pacific Forum for Graduate Student Research in Tourism, Bangkok, Thailand.
- Luo, Z. (2006b). *Leisure Services and Tourism*. Paper presented at the IX World Leisure Congress, Hangzhou China.
- Luo, Z., & Ning, Z. (2005). *The Strategy for Sustainable Tourism in the Forbidden City in Beijing-A Service Perspective*. Paper presented at the Fourth Asia Pacific Forum for graduate student research in tourism, Hawaii U.S.A.
- Wang, W., zhao, X. Y., & Luo, Z. (2006). *Analysis on Visitor Behaviors of Recreational Theme Parks in Beijing*. Paper presented at the Modern Leasure Pratices & Tourism Development, Beijing China.