Dr. Jinlin Zhao in Summer A, 2007

From May 7 to 21, Dr. Zhao led a group of 31 of our students, adjunct faculty and friends visited 10 cities in China: Beijing, Tianjin, Xian, Hangzhou, Suzhou, Shanghai, Guilin, Yangshuo, Shenzhen and Hong Kong. They explored the development of China’s hotel, restaurant and tourism industry. They exchanged a dialogue with the students from our Tianjin campus and visited the facilities.

From May 24 to 26, Dr. Zhao participated at the 5th Asian CHRIE and the 13th APTA Joint Conferences, where he presented a paper on FOODSERVICE MANAGEMENT—AN INTEGRAL COMPONENT OF THE OLYMPIC GAMES.

On June 11, Dr. Zhao gave an half-day lecture on the forces driving change and global hotel performance to 500 hotel managers at the Hotel Management Training Seminar of Guangdong Province in Dongguan, organized by Guangdong Tourism Administration.

On June 12, Dr. Zhao gave an one-day seminar on Globalization and Multinational Hotel Company Strategies to 38 hospitality and tourism officials and managers of 22 African countries in Beijing, organized by International Exchange Center of Ministry of Commerce, PRC.

From June 13 to 16, Dr. Zhao was invited to participate at the Global Hotel Forum in Sanya, China, where he presented a paper on Influential Factors and Entry Mode of Multinational Hotel Companies to more than 400 participants. The conference was televised live by several major Chinese news media. See the link about the conference:


On June 18, Dr. Zhao went back to his Alma Mater—Beijing International Studies University to give a lecture to 80 graduate students of Tourism Management College.