



### **Biographical note Andreas H. Zins**

**Andreas H. Zins** is Full Professor of Tourism Management at MODUL University Vienna and designated Dean for International Programs at MODUL School of Tourism and Hospitality Management Nanjing. Dr. Zins lectures entrepreneurship, marketing, tourism marketing, modelling of consumer and travel behaviour. His research interests are: tourism behaviour, marketing research, destination image, social impacts, tourism spending, theme parks, cultural and other leisure attractions. He published 5 books, edited 4 other books, contributed 27 book chapters and is responsible for about 200 publications in total. Currently, he is editor-in-chief of the International Journal of Culture, Tourism and Hospitality Research.

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