

Jie Zhang

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Forskning og aktiviteter

Mit forskningsområde er regionaløkonomi. specielt med fokus på turisme- og transportøkonomi. Metoder, der anvendes i forskningen er input-output teknikker, statistiske data og Social Accounting Matricer (SAM), såvel som satellitregnskaber. Jeg deltager aktivt i udviklingen og anvendelsen af danske regionale økonomiske model - LINE. Jeg er ansvarlig for at udvikle regionale turisme satellitregnskab for Danmark og regional turisme konsekvensanalyser.

Væsentlige projekter

- Regionale turismesatellitregnskaber – RTSA, finansieret af VisitDenmark;
- Regionale turismekonsekvenser på kommuneniveau, finansieret af VisitDenmark;
- Regional turismes miljøeffekter, finansieret af VisitDenmark (2010);
- Vurdering af den økonomiske betydning af mødesektoren i Danmark, finansieret af VisitDenmark (2011);
- Vurdering af den økonomiske betydning af kulturelle institution, finansieret af København Universitet (2010-2011);
- ATTREG - The Attractiveness of European regions and cities for residents and visitors – EU ESPON Applied Research 2013/1/7, EU ESPON project (2010-2013);
- Modelbaserede analyser af trafikken til og fra Bornholm, finansieret af Transportministeriet (2013).

Faglige netværk

- Medlem af UNWTO netværk til turismesatellitregnskaber (INRouTe)
- Medlem af European regional science association (ERSA)
- Medlem af International Input-Output Association (IIOA)

Seneste publikationer

Jie Zhang (2014): Assessing the Economic Importance of Meetings Activities in Denmark, *Scandinavian Journal of Hospitality and Tourism*, (forthcoming)

Jie Zhang and Helene Willadsen (2014): Model based transport analysis for Bornholm – forecasting of population, commuters and tourism flows to/from Bornholm via Danish regionalized transport model, Centre for Regional and Tourism Research.

Jie Zhang (2013): Terms 'Business Tourism and MICE Tourism' in *The Encyclopedia of Sustainable Tourism*, published by CABI.

Bjarne Madsen & Jie Zhang (2013): Regional impacts of export jobs, the Miyazawa extended demographic model revisited, paper presented to the 21th International Input-Output

Conference of the International Input-Output Association, July 9 - 12, 2013, Kitakyushu, Japan

Jie Zhang & Bjarne Madsen (2013): Tourism satellite accounts and modeling for business tourism- case of Denmark, paper presented to the 21th International Input-Output Conference of the International Input-Output Association, July 9 - 12, 2013, July 9 - 12, 2013, Kitakyushu, Japan

Jensen, C., & Zhang, J. (2013). Trade in tourism services: Explaining tourism trade and the impact of the general agreement on trade in services on the gains from trade. *The Journal of International Trade & Economic Development*, 22 (3), 398-429.

Anders Hedetoft & Jie Zhang (2013): Turismesatellitregnskab for Bornholm, 2011, Centre for Regional and Tourism Research.

Jie Zhang and Camilla Jensen (2012): 'Comparative Advantage: Explaining Tourism Flows' as Chapter 18 in book: *Competitiveness and Tourism (2012)*, edited by Geoffrey I. Crouch, J. R. Brent Ritchie, *Edward Elgar Publishing* (re-printed from article published in *Annals of Tourism Research* (2007)).

Bjarne Madsen & Jie Zhang (2012): The ATTREG-future model Documents and Applications, Chapter 8 in: ATTREG The Attractiveness of European regions and cities for residents and visitors *Applied Research 2013/1/7 Scientific Report | Version 31 December 2011*

Jie Zhang & Anders Hedetoft (2012): Tourism on Islands – a way to Economic Development? *ISISA Publication: Island of the World*, Centre for Regional and Tourism Research.

Jie Zhang (2012): Assessing the Economic Importance of Meetings Activities in Denmark. 5th Global Event Congress: Advances in Event Management Research and Practice, 13-15 June, 2012, Stavanger, Norway.

Jie Zhang (2012): Attraction Development in Denmark and its Impact on Regions. 6th World Conference for Graduate Research in Tourism, Hospitality and Leisure, conference proceedings pp 1126 -1142. 24-29, April, 2012, Fethiye, Turkey.

Jie Zhang & Anders Hedetoft (2011): Tourism Satellite Accounts and Tourist Consumption Patterns in Denmark, *Økonomi og Politik*, 84 (4), 25-39.

Bjarne Madsen & Jie Zhang (2010) Towards a New Framework for Accounting and Modelling the Regional and Local Impacts of Tourism, *Economic System Research*, 22 (4), 313-340

Jie Zhang (2010): Regional Environmental Impact of Tourism – Linking the regional tourism satellite accounts and the regional environmental accounts within the Danish regional model framework, paper presented at the 18th International Input-output Conference, Sydney, Australia, June, 2010

Anders Hedetoft & Jie Zhang (2010): Regionaløkonomisk Analyse af Turismen på Bornholm, Rapporten af Turismebarometre for Bornholm, september 2010.

Jie Zhang (2008): Regionalized Tourism Satellite Accounts for Denmark: Methodology and Results, Paper presented at the UNWTO conference: "Knowledge as value advantage of tourism destination", Malaga, Spain, 29-31 October 2008.

Jie Zhang & Camilla Jensen (2007): Comparative Advantage Explaining Tourism Flows, *Annals of Tourism Research*, 34 (1), 223-243.

Jie Zhang, Bjarne Madsen & Chris Jensen-Butler (2007): The Regional impact of Tourism – the Case of Denmark, *Regional Studies*, 41 (6) 839-853.

Carl Henrik Marcussen & Jie Zhang (2007): Comparing tourist motives, activities and satisfaction between first-time and repeat visitors in Denmark, paper presented at the 16th Nordic Symposium in Tourism Research, September, 2007, Helsingborg, Lund University, Sweden.

Jie Zhang & Carl Henrik Marcussen (2007): Tourism Motivation, Market Segmentation and Marketing Strategies, paper presented at 5th Bi-Annual Symposium of the International Society of Culture, Tourism, and Hospitality Research, June, 2007, Charleston, South Carolina, USA.

Svend Lundtorp, Jie Zhang & Bjarne Madsen (2005): Labour Market in Storstrøms Amt. AKF publication.

Jie Zhang (2005): Documentation on Regional Tourism Satellite Accounts in Denmark, AKF forlaget, 2005.