



Zicheng Wang interning as a research assistant at the China Tourism Academy

Outstanding Student Nominee Zicheng Wang

By Brynn Kowalski

Finishing his senior year with HAITC, Zicheng Wang holds a major in Tourism Development and Management. He has participated in several competitions, including the first Hainan Free Trade Port National College Students' Tourism Innovation Competition, and field-driven eco-tourism research initiatives; he is currently working alongside mentor Dr. Li Ping to establish an evaluation system of traditional villages that adapt to the regional characteristics of Hainan Province.

Q. What was your major in the HAITC program?

A. For my Chinese major in Hainan University it's Hospitality Management, and for ASU it's Tourism Development and Management.

Q. What is your favorite memory or course from the program?

A. I think the most wonderful memory should be the study tour around the whole island in Hainan Province. It's the course of Introduction to Physical Geography, in sophomore year. I think the teaching method is very reasonable after the final exam, because the study tour is very interesting and we learned about geography and geographic landscape for a semester, and after the *hard* final exam, we took 200 people on a group retreat to see the strange landscape of the Hainan Province and this island, around the whole island. It lasted for seven days, and I think this realized a combination of teaching and funding and combines scenery with practice, and also gives us a good opportunity to create unique travel memories with our friends and tutors, and this is also the first time I have a comprehensive understanding of this island since I came to Hainan to study. And so, the memories of this trip move me the most.

Q. What experience do you feel impacted you the most during the program?

A. I think it's the Tourism Management course. It's learning experience is very unique, I think, and makes me feel very good. Because we started an analysis [of how] 15 years tourism planning policies [is done] over one semester during this tourism management course, and learned to make

Hainan's tourism planning strategies for the next 15 years. And this experience makes us – makes me feel [like I] become the tourism official of the government, because we need to plan for the whole island. In the past, when we participated in some tourism design competitions, we only designed one or more specific projects, just like tourism schedule, or just some design for a scenic spot. But during this process, we should consider various indicators and development strategies and the mission for a macro perspective, which taught me a lot. Because in the process under the guidance of tutor Dr. Lu Junyu and American policies, we have formed some ideas on the management of regional tourism by combining some of Chinese strategy plans for Hainan island. And I think this kind of management thinking and the courage to think about things have a deep impact to me. After I started a business with my friends and conducted research projects, this experience gave me a lot.

I think because I dream to become an official in the tourism department of China, so this program just gave me just some like, tests.

Q. What skills have you learned during your time in the HAITC program?

A. I think for skills in HAITC, it must be academic writing, and speech, and presentation, and the group work things. Because we have been practicing these things, just like APA writing and public [speaking] since our freshman year, and emphasis on group work. Because we are Chinese students and in the past three years we just learn how to write and read English, but for our English we're not good at it and we always feel terrible about grammar; but

during the program in HAITC we need to – we're forced to become the people who can have courage to speak with the abroad teacher [for whom] English is the mother language. And even if we had no real basis, we're forced to become people who can – to become people to talk to. And for academic writing, since I have been engaged in two research projects and wrote papers, and then continue - I need to continue to go to the UK and America for my master's program, so the academic writing and APA writing system just give me a very good basis I think.

Q. Do you have a favorite real-world experience using these skills, such as during an internship, volunteer, or research opportunity?

A. Okay... I did a lot of internship work, because I dream to become the official, and they need me to do these. I once interned as a research assistant in China's Tourism Academy, which is the top official institution of China's tourism research, and it's controlled by the Ministry of Culture and Tourism of the People's Republic of China just in Beijing. When I come there for my work, and my tutor or supervisor Dr. Dai Huihui knew that I had learned the APA writing and was good at English writing, she was really surprised! And so, I became an assistant who often helped her to find the different kinds of English research materials and resources, so [the] ASU Library, and to dictate her review of these resources. In recent days, I just helped my tutor Dr. Dai Bin to do a research program related to Hainan traditions, related to Tourism. Even in the China program APA writing is not very used, but the logic of these

academic things and the habits to find the different resources from different countries also helped me a lot.

And as for speaking, I think it impressed me, because in the past I was afraid to talk about the formalities in English, even when it was just students. I was very afraid to talk about some things [in English] with officials in government in some programs. In the last year, I was an investigator of the tourism department, and I needed to go to 56 villages [around] the whole island in Hainan Province. This lasted for 11 days, and [out of] our three people, I'm the only one who can speak English. So, when there are some foreign officials and villagers in these villages, I need to talk and interview with them; after this I just finished all the work the government assigned to me, and it impressed me more in bravery and courage.

Q. What do you plan to do after you graduate?

A. I just need to finish [my] paper and continue to study to master's program. I just applied for abroad universities, and I have got six offers from England and America. And I think the top one for America is Boston and Florida Universities, they are about Tourism and Hospitality Management. Boston University just gave me \$10,000 in scholarships, and I have deferred the Boston University, because I need to go to UCL In London. For myself, I just need to pay more attention to cultural things, because in China, [the] government [that] is in charge of tourism and culture is called the Ministry of the Cultural of the Tourism. So, they are a comprehensive thing. For my – I mean, learning experience, I've [been wanting to] gain experience through

travel, but for cultural things, but I've not had some things about it. So, I chose an application for [a] cultural heritage studies master program in England and tourism in America, so when I just got this offer, I can defer this somewhat, so I can finish two master's degrees. And Boston just said yes to my apologies, so in May I'm going to London to start my master work.

I [have] dreamed to participate in UCL, University College of London, which QS ranks 8, since sophomore year. This master's program belongs to the archaeological system, when I was a kid, I just wanted to become a person related to this work. HAITC gave me such things; if I hadn't learned in HAITC for four years, I couldn't get these achievements because we have some better things for abroad learning, and our tutors come from other universities such as Florida and come here, and they teach me a lot, and make me feel interested about their lives. Because some tutors just like Brian who teach me cultures; he just finished his master's program, and he travelled around the world and then started his doctorate program. So, I think this life is very interesting. I don't want to just become a very hard and normal Chinese person. [laughs] I want to put more colorful things in my life, so I choose to come to different countries to learn.