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Department of Tourism, Fudan University, China

RESEARCH INTERESTS

Lifestyle and mobility; backpacking tourism; accessible tourism; cultural tourism

EDUCATION

03/2016-03/2020	Doctor of Philosophy	University of Otago, Dunedin, New Zealand
09/2012-07/2015	Master of Science	Peking University, Beijing, China
	Major in Geography (Urban and Regional Planning)	
09/2008-06/2012	Bachelor of Management	Fudan University, Shanghai, China
	Major in Tourism Management	

WORKING & TEACHING EXPERIENCES

07/2020-now	Department of Tourism, Fudan University	Assistant Professor
03/2019-06/2019	Department of Tourism, University of Otago	Tutor
	● Tutored in TOUR101 <i>Introduction to Tourism</i>	
04/2018-05/2018	Department of Tourism, University of Otago	Guest Lecturer
	● Gave lectures in TOUR309 <i>Tourism Research Method</i> and TOUR423 <i>Advanced Tourism Concepts</i>	
07/2017-09/2017	Leisure and Tourism Industry Plan of Pu'er, Yunnan Province	Planner Assistant
12/2014-06/2015	Master Plan of Dong Grand Health Industry Demonstration Area, Guizhou Province	Planner Assistant
06/2013-10/2013	Culture Industry Plan of Manzhouli, Inner Mongolia Autonomous Region	Planner Assistant

PUBLICATIONS

Journal Articles

- Zhang, G., Cheng, M., & **Zhang, J.*** (2022). A cross-cultural comparison of peer-to-peer accommodation experience: A mixed text mining approach. *International Journal of Hospitality Management*, 106, 103296.
- Bian, F., Yeh, A. G., & **Zhang, J.*** (2022). Scalar tensions and the missing link crisis in China's National Trunk Highway System. *Asian Geographer*, 1-21.
- Zhang, J.** (2021). The utopian myth of lifestyle entrepreneurial migrants [in Chinese]. *Tourism Tribune*, 36(10), 7-9.
- Huang, X., Li, M., **Zhang, J.***, Zhang, L., Zhang, H., & Yan, S. (2020). Tourists' spatial-temporal behavior patterns in theme parks: A case study of Ocean Park Hong Kong. *Journal of Destination Marketing & Management*, 15, 100411.
- Zhang, J.**, Tucker, H., & Albrecht, J. (2020). The reflexive self-project of "Lifestyle entrepreneurial migrants".

Journal of Travel & Tourism Marketing, 37(5), 535-546.

Zhu, H., Tucker, H., Duncan, T., & **Zhang, J.*** (2020). Young Chinese becoming working holiday makers in New Zealand: A thematic analysis of WHMs' motivations. *Journal of China Tourism Research*, 16(3), 406-423.

Zhang, J., Morrison, A. M., Tucker, H., & Wu, B. (2018). Am I a backpacker? Factors indicating the social identity of Chinese backpackers. *Journal of Travel Research*, 57(4), 525-539.

Zhang, J., Wu, B., Morrison, A. M., Tseng, C., & Chen, Y. C. (2018). How country image affects tourists' destination evaluations: A moderated mediation approach. *Journal of Hospitality & Tourism Research*, 24(6), 904-930.

Liu, L., **Zhang, J.***, Wu, B., & Morrison, A. M. (2018). The Destination Choice Behavior of Chinese Backpackers: From a perspective of identity theory [in Chinese]. *Tourism Tribune*, 33(4), 80-89.

Zhang, J., Tucker, H., Morrison, A. M., & Wu, B. (2017). Becoming a backpacker in China: A grounded theory approach to identity construction of backpackers. *Annals of Tourism Research*, 64, 114-125.

Zhang, J., Ying, G., Wu, B., Morrison, A. M., & Cong, L. (2016). Is destination marketing organization microblogging in China delivering? An empirical analysis of information supply against consumer information needs. *Journal of Vacation Marketing*, 22(1), 68-85.

Xing, X., & **Zhang, J.** (2015). A model of tourist's perception of referential authenticity in experience economic times [in Chinese]. *Commercial Times*, (22), 118-120.

Tseng, C., Wu, B., Morrison, A. M., **Zhang, J.**, & Chen, Y. C. (2015). Travel blogs on China as a destination image formation agent: A qualitative analysis using Leximancer. *Tourism Management*, 46, 347-358.

Zhang, J., Chen, Y. C., Tseng, C., Wu, B., & Morrison, A. M. (2015). An integrative model of destination image in a country context: A case study based on Western tourists in Beijing [in Chinese]. *Tourism Tribune*, 30(3), 13-22.

Zhang, J., Zhang, X., & Wu, B. (2015). A knowledge mapping analysis on curriculum system of recreation studies in USA [in Chinese]. *Tourism Science*, 29(1), 76-87.

Book Chapters

Zhang, J., Chen, Y. C., Tseng, C., Wu, B., & Morrison, A. M. (2017). An integrative model of destination image in a country context: A case study based on Western tourists in Beijing [in Chinese]. In Fan, H., and Hu, Y. (Eds). *National image: Innovation and integration*. (pp.164-173). Beijing: Tsinghua University Press.

Zhang, J., Zhao, Y., & Guo, Y. (2012). Local residents' perception and attitudes toward Shanghai Disney Resort [in Chinese]. In J. Lou and D. Xiao (Eds.), *Theme Park and Urban Tourism*. (pp. 64-69). Shanghai: Shanghai Jiao Tong University Press.

Conference Proceedings

Xue, L., **Zhang, J.***, & Han, J. (2021). Rediscovering the neighborhood: A study of City Walk experience in the usual environment. Tourism Tribune Annual Conference 2021, Shanghai, China.

Zhang, J., Tucker, H., & Albrecht, J. (2018). Lifestyle entrepreneurial migration in China. ATLAS Annual Conference 2018, Copenhagen, Denmark.

Xing, X., Wu, B., Morrison, A.M., & **Zhang, J.** (2016). Tourists' perception of authenticity on heritage rejuvenated attractions in China. 6th International Tourism Studies Association (ITSA) Biennial Conference, London, UK.

Zhang, J., Zhao, Y., & Guo, Y. (2012). Local residents' perception and attitudes toward Shanghai Disney Resort [in Chinese]. Theme Park and Urban Tourism International Symposium, Shanghai, China.

FUNDING & GRANTS

Participate in National Social Science (Art) Foundation of China Project (21ZD07): *Innovation of International Cultural Exchange and Tourism Promotion System in the New Era*. 2022.01-2023.12.

REFEREE SERVICES

Anatolia
Annals of Tourism Research
Cornell Hospitality Quarterly
International Journal of Hospitality Management
International Journal of Tourism Cities
Journal of Sustainable Tourism
Journal of Travel & Tourism Marketing
Journal of Vacation Marketing
Tourism Geographies