

Dr. Danni ZHENG

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Short Bio

Dr. Danni Zheng is listed as “Shanghai Pujiang Talent”, “Rising Stars on the Early Achievers Leaderboard” (Top 40 Young Researchers) in Australia, and is the member of Travel and Tourism Research Association (TTRA) and Global Sub-Optimal Health Research Association. She received her PhD degree and was granted the “Best PhD Thesis Award” in School of Business at The University of Queensland, Australia. Researching in digital cultural tourism, tourism and wellbeing, and crisis management, she has published over 30 academic papers in SCI/SSCI journals such as *Tourism Management* and conferences. She is currently hosting National Natural Science Foundation of China Grant, the Humanities and Social Science Foundation of the Ministry of Education of China Grant, and Shanghai Pujiang Talent Program.

RESEARCH INTERESTS

Digital cultural tourism, tourism and wellbeing, and crisis management

JOURNAL PUBLICATIONS (Recent 5 years)

1. **Zheng, D.**, Wen, J., Kozak, M., Phau, I., Hou, H., & Wang, W. (2023). Vulnerable populations with psychological disorders in tourism: Methodological challenges and recommended solutions for empirical research. *Tourism Management (SSCI, IF 12.879)*, 98, 104760.
2. **Zheng, D.**, & Liang, Z. (2023). Determinants of improving small tourism business performance and entrepreneurs' quality of life: evidence from a three-year longitudinal study. *Asia Pacific Journal of Tourism Research (SSCI, IF 4.36)*, 28(2), 127-142.
3. **Zheng, D. ***, Huang, C. & Oraltay, B. (2023). Digital cultural tourism: Progress and a proposed framework for future research. *Asia Pacific Journal of Tourism Research (SSCI, IF 4.36)*, DOI:10.1080/10941665.2023.2217958.
4. **Zheng, D.**, Jiang, Y., Wen, J., Phau, I., Hou, H., & Wang, W. (2023). Suboptimal health status, COVID-19 psychology, and cultural value impact on post-pandemic outbound travel. *Tourism Recreation Research (SCIE, IF 5.7)*, 1-18.
5. **Zheng, D.**, Liu, S., & Lu, W. (2023). Do you trust digital health pass? Understanding tourists' responses toward using health QR codes in pandemic travel. *Journal of China Tourism Research*, 1-19.
6. Hu, F., Wen, J., **Zheng, D. ***, & Wang, W. (2023). Travel medicine in hospitality: an interdisciplinary perspective. *International Journal of Contemporary Hospitality Management (SSCI, IF12.0)*, (ahead-of-print).
7. Liu, S., & **Zheng, D. *** (2023). Impacts of tourists' trust, perception and acceptance of health quick response technology on responsible pandemic travel behaviours. *Journal of Hospitality and Tourism Technology (SSCI, IF 6.9)*, 14(2), 278-294. 9).
8. **Zheng, D.**, Luo, Q., & Ritchie, B. W. (2022). The Role of Trust in Mitigating Perceived Threat, Fear, and Travel Avoidance after a Pandemic Outbreak: A Multigroup Analysis. *Journal of Travel Research (SSCI, IF 8.933, ESI 1%)*, 0047287521995562.
9. Wen, J., **Zheng, D. * (Co-first)**, Hou, H., Phau, I., & Wang, W. (2022). Tourism as a dementia treatment based on positive psychology. *Tourism Management (SSCI, IF 12.879, ESI 1%)*, 92, 104556.
10. Jiang, Y., Wen, J., **Zheng, D. ***, Phau, I., & Wang, W. (2022). Pandemic prevention via tourism: A conceptual framework. *Annals of Tourism Research (SSCI, IF 12.853)*, 96, 103463.

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11. Guo, G., Wen, J., **Zheng, D. ***, Zheng, Y., Hou, H. Wang, W. (2022). Proposing a new avenue for global health through the lens of tourism. *Journal of Global Health (SCI, IF 7.664)*. DOI: 10.7189/jogh.12.03058
 12. Wen, J., **Zheng, D. * (Co-first)**, & Phau, I. (2022). Understanding and treating suboptimal health status through tourism engagement: An exploratory study of Chinese domestic tourists. *Journal of King Saud University-Science (SCI, IF 3.97)*, 34(7), 102228.
 13. Wen, J., **Zheng, D.**, Hu, F. (2022). The emerging concept of travel therapy in health science: Will it be applied to tourists visiting sub-frigid climate zones? *Frigid Zone Medicine*, 1-4.
 14. **Zheng, D.**, Luo, Q., & Ritchie, B. W. (2021). Afraid to travel after COVID-19? Self-protection, coping and resilience against pandemic 'travel fear', *Tourism Management (SSCI, IF 12.879, ESI 1%, Hot paper)*, 83, 104261.
 15. **Zheng, D.**, & Liang, Z. (2021). Heterogeneity of residents' dilemmas in supporting sustainable heritage development: An integrated segmentation approach. *Journal of Destination Marketing & Management (SSCI, IF 7.158)*, 21, 100635.
 16. **Zheng, D. ***, Ritchie, B. W., & Benckendorff, P. J. (2021). Beyond cost-benefit analysis: Resident emotions, appraisals and support toward tourism performing arts developments. *Current Issues in Tourism (SSCI, IF7.578)*, 24(5), 668-684.
 17. **Zheng, D. ***. (2020). Building resident commitment through tourism consumption: A relational cohesion lens. *Journal of Destination Marketing & Management (SSCI, IF 7.158)*, 16, 100441.
 18. **Zheng, D.**, Liang, Z., & Ritchie, B. W. (2020). Residents' social dilemma in sustainable heritage tourism: the role of social emotion, efficacy beliefs and temporal concerns. *Journal of Sustainable Tourism (SSCI, IF 9.470)*, 28(11), 1782-1804.
 19. **Zheng, D. ***, Ritchie, B. W., Benckendorff, P. J., & Bao, J. (2019). The role of cognitive appraisal, emotion and commitment in affecting resident support toward tourism performing arts development. *Journal of Sustainable Tourism (SSCI, IF 9.470)*, 27(11), 1725-1744.
 20. **Zheng, D. ***, Ritchie, B. W., & Benckendorff, P. J. (2019). Segmenting residents based on emotional reactions to tourism performing arts development. *Journal of Travel & Tourism Marketing (SSCI, IF 8.178)*, 36(8), 877-887.
 21. **Zheng, D. ***, Ritchie, B. W., Benckendorff, P. J., & Bao, J. (2019). Emotional responses toward tourism performing arts development: A comparison of urban and rural residents in China. *Tourism Management (SSCI, IF 12.879)*, 70, 238-249.
 22. **Zheng, D.**, Li, C., Yu, H., Yang, Y., Chen, G., & Bai, K. (2023). Disciplinary Belonging, Identity and Construction of Tourism: A Dialogue among Scholars on "Tourism Generation" and Tourism Disciplinary Development. *Tourism Forum*, 16(1), 12-26.

CONFERENCE PAPERS

1. **Zheng, D.***, Huang, C. (2023). Esports tourism segments by gaming experiences, attachment and behaviors among Generation Z. 9th Advances in Tourism Marketing (ATMC) Conference, September 6-8, 2023, Bordeaux, France.
2. **Zheng, D.***, Takahashi, Yukine. (2022). The role of anime involvement and affective forecasting in animation theme park travel. *Travel and Tourism Research Associate (TTRA) Asia Pacific Chapter Conference*, December 1-4, 2022, Fiji (online).
3. **Zheng, D.*** (2021). Profiling tourists' fear, resilience, and protective behaviors toward post-pandemic travel. *Travel and Tourism Research Associate (TTRA) International Conference*, Jun 14-16, 2021, online.
4. Ong, F., Morgan, N., Li, S., Pegg, S., Karl, M., **Zheng, D.**, Kim, Y (2020). Awareness of accessibility in tourism undergraduate and postgraduate education. *Council for Australian Tourism and Hospitality Education (CAUTHE) Conference*, February 11-13, 2020, Auckland, New Zealand.

5. **Zheng, D.***, Ritchie, B. W., & Benckendorff, P. J. (2018). Segmentation of Resident Reactions to Tourism Performing Arts Development: A Two-Step Cluster Method. *Travel and Tourism Research Associate (TTRA) Asia Pacific Chapter Conference*, December 1-4, 2018, Ho Chi Minh, Vietnam.
6. **Zheng, D.***, Ritchie, B. W., & Benckendorff, P. J. (2019). Does resident interaction with tourism matter? The role of repetitive exchange and emotion on resident commitment toward tourism performing arts development. *Council for Australian Tourism and Hospitality Education (CAUTHE) Conference*, February 11-14, 2019, Cairns, Australia.
7. **Zheng, D.***, Ritchie, B. W., & Benckendorff, P. J. (2019). The role of social emotion in resident support for sustainable heritage tourism development: A social dilemma perspective. *Travel and Tourism Research Associate (TTRA) International Conference*, Jun 25-27, 2019, Melbourne, Australia.

BOOKS & BOOK CHAPTERS

1. **Zheng, D.**, Kozak, M., & Wen, J. (Expected in 2024). *Handbook of Tourism and Consumer Behaviors*. UK: Edward Elgar.
2. **Zheng, D.**, Oraltay, B., & Wang, Z. (2023). Short video communication in virtual events. In *Virtual Event Management*. GoodFellow Publishers.
3. **Zheng, D.**, Ritchie, B. W., & Benckendorff, P. J. (2020). From 'high arts' to entertainment: Tourism performing arts development in China. In Huang, S. & Cheng, G. (Eds.) *Handbook on Tourism and China*. UK: Edward Elgar.
4. Luo, Q., Zhong, D. & **Zheng, D.** (2017). *Special Events: A New Generation and the Next Frontier (Translation)*. Beijing: China Renmin University Press.
5. Zhang, X., **Zheng, D.** & Lin, J. (2014). *Event Planning and Management*. Guangzhou: Sun Yat-sen University Press.

KEYNOTE SPEECH

Zheng, D. Vulnerable populations with psychological disorders in tourism: An interdisciplinary perspective. Mental Health, Happiness and Travel & Tourism, Tourism Webinar, Dec 15, 2022.

ACADEMIC POSITIONS

10/2020-Present	Assistant Professor, Department of Tourism, Fudan University, China
03/2019-09/2020	Postdoctoral Research Fellow, School of Business, The University of Queensland, Australia
01/2010-07/2014	Teaching Assistant, School of Tourism, Sun Yat-sen University, China

EDUCATION

2014-2019	Doctor of Philosophy (Tourism), The University of Queensland, Australia
2008-2009	Master of Business (Event Management), The University of Queensland, Australia
2006-2009	Master of Science (Human Geography), Sun Yat-sen University, China

WORKING GRANTS

- Host National Natural Science Foundation of China Grant: *Impact mechanism of digital cultural tourism on emotional experiences and committed travel behaviors [number 72102045], Jan 2022- Dec 2024.*
- Host Humanities and Social Science Foundation of the Ministry of Education of China: *Impacts of digital cultural tourism on tourists' cultural empathy and prosocial behaviors: a psychological distance lens [number 21YJCZH241], Jun 2021-Jun 2024.*

Host Shanghai Pujiang Talent Program: *Digital cultural tourism experience and development via a lens of Metaverse [number 22PJCO20], Oct 2022-Sep 2025.*

Participate Australia Research Council (ARC) Linkage Projects: *Encouraging voluntary purchasing of carbon offsets, 2016- 2020.*

AWARDS & HORNORS

2020	Top 40 Young Researchers of Australia (Early Achievers Leaderboard)
2019	Best PhD Thesis of UQ Business School
2017	UNWTO Chinese PhD Tourism Research Scholarship
2014	UQ Business School Research Scholarship

REFEREE SERVICE

Tourism Management, Annals of Tourism Research, Journal of Sustainable Tourism, Journal of Travel & Tourism Marketing, Journal of Destination Marketing & Management, Journal of Hospitality and Tourism Management, Tourism Management Perspective, Tourism Review, Journal of China Tourism Research, Journal of Vocation Marketing, Journal of Tourism Futures (Editorial Adversity Board), Society & Natural Resource, Tourism Planning & Development, Sustainability, Tourism Forum (Editorial Adversity Board), Tourism Science etc.