

Dr Sha Wang

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Areas of Research Expertise: Small Tourism Business, Cruise Tourism, Consumer Behaviour

Qualifications

[Academic Qualifications]

- PhD (2015) The Hong Kong Polytechnic University
- MSc (2010) Sun Yat-sen University, China
- BS (2008) Lanzhou University, China

[Professional Qualifications]

- CHE (Certified Hospitality Educator) issued by American Hotel & Lodging Educational Institute (2015)

[Ad Hoc Reviewer]

- Tourism Management
- Annals of Tourism Research
- International Journal of Hospitality Management
- International Journal of Contemporary Hospitality Management
- Journal of Hospitality Marketing & Management
- Journal of Travel & Tourism Marketing
- Asia Pacific Journal of Tourism Research
- Journal of Quality Assurance in Hospitality & Tourism
- Journal of China Tourism Research

Publications

[Referred Journal Articles]

- 1) **Wang, S.**, Hung, K., Li, M., and Qiu, H. (2020). Developing a customer loyalty model for guest houses in China: A congruity-based perspective. *Tourism Review*, DOI: 10.1108/TR-05-2019-0166. (SSCI)
- 2) Hung, K., Lee, J.-S., **Wang, S.***, and Petrick, J. F. (2020). Constraints to cruising across cultures and time. *International Journal of Hospitality Management*, <https://doi.org/10.1016/j.ijhm.2020.102576>. (SSCI Q1, corresponding author)

- 3) Liu, C., Hung, K., Wang, D., and **Wang, S.*** (2019). Determinants of self-service technology adoption and implementation in hotels: The case of China. *Journal of Hospitality Marketing & Management*, DOI: 10.1080/19368623.2020.1689216 (SSCI Q1, corresponding author)
- 4) **Wang, S.***, Hung, K., and Huang, W.-J. (2019). Motivations for entrepreneurship in the tourism and hospitality sector: A social cognitive theory perspective. *International Journal of Hospitality Management*, 78, 78-88. (SSCI Q1)
- 5) Hung, K., **Wang, S.***, Denizci Guillet, B., and Liu, Z. (2019). An overview of cruise tourism research through comparison of cruise studies published in English and Chinese. *International Journal of Hospitality Management*, 77, 207-216. (SSCI Q1, corresponding author)
- 6) **Wang, S.**, Hung, K., and Lin, P. M. C. (2018). Entrepreneurial motivation and destination evolution. *Journal of China Tourism Research*, 14(2), 158-176.
- 7) **Wang, S.**, Hung, K., and Li, M. (2018). Development of measurement scale for functional congruity in guest houses. *Tourism Management*, 68: 23-31. (SSCI Q1)
- 8) Huang, W., Xiao, H., and **Wang, S.** (2018). Airports as liminal space. *Annals of Tourism Research*, 70: 1-13. (SSCI Q1)
- 9) **Wang, S.**, and Hung, K. (2015). Customer perceptions of critical success factors for guest houses. *International Journal of Hospitality Management*, 48: 92-101. (SSCI Q1)
- 10) Hung, K., **Wang, S.***, and Tang, C. H. (2015). Understanding the normative expectations of customers toward Buddhism-themed hotels: A revisit of service quality. *International Journal of Contemporary Hospitality Management*, 27(7): 1409-1411. (SSCI Q1, corresponding author)
- 11) Wassler, P., **Wang, S.**, and Hung, K. (2015). Towards the understanding of Chinese collaboration in hospitality – The opinions of professionals. *Journal of China Tourism Research*, 11(2), 200-213
- 12) **Wang, S.***, Hung, K., and Bao, J. (2015). Is lifestyle tourism business in the age of commercialization just a dream? Challenges and remedies. *Journal of China Tourism Research*, 11(1), 19-34.

[Referred Conference Proceeding]

- 1) Hung, K., **Wang, S.***, Lee, J.-S., and Petrick, J. F. (2020). Longitudinal and cross-cultural perspective of constraints to cruising. *APacCHRIE 2020 Conference*, October 27-28, 2020, The Hong Kong Polytechnic University, Hong Kong SAR, China.
- 2) **Wang, S.** (2019). Understanding the cruising experience of Chinese family vacations with young children: An analysis of online review comments. *2019 APacCHRIE & EuroCHRIE Joint Conference*, May 22-25, 2019, The Hong Kong Polytechnic University, Hong Kong SAR, China.
- 3) **Wang, S.**, and Hung K. (2016). Understanding the Small Tourism Business Owner in Chinese Historical Towns: Conceptualization of Lifestyle Orientation and Business Orientation. *6th Biennial International Tourism Studies Association Conference*, August 17-19, 2016, University of Greenwich, London, United Kingdom.
- 4) **Wang, S.** (2014). Mainland China Tourists to Hong Kong: Transformation from International Market to Domestic Market? *Travel and Tourism Research Associate (TTRA) Annual International Conference*, June 18-20, 2014, Brugge, Belgium.

- 5) **Wang, S.**, and Hung, K. (2014). Understanding the small tourism business owner in historical towns: Attitude's changing with destination evolution. *Global Tourism & Hospitality Conference and Asia Tourism Forum*, May 18-20, 2014, Hong Kong.
- 6) Wassler, P., **Wang, S.**, and Hung, K. (2014). Hospitality and the Asian paradigm: Understanding hotel collaboration in Chia. *ISFAS International Symposium on Fundamental and Applied Science*, March 28-30, 2014, Tokyo, Japan.
- 7) Hung, K., **Wang, S.**, and Tang, C. H. (2012). Understanding the mindset of travellers in developing Buddhism themed hotels. *4th ITSA Biennial Conference*, August 23-25, 2012, Bali, Indonesia. **Best Paper Award.**
- 8) **Wang, S.**, and Hung, K. (2012). The sustainable development of lifestyle businesses in Mainland China: challenges faced in the evolution of tourism commercialization. *World 11th Asia Pacific Forum for the Graduate Students Research in Tourism (APF)*, May 22-24, 2012, Hotel Icon, Hong Kong.
- 9) **Wang, S.**, and Bao J. (2009). A literature review of alternative tourism at home and abroad. *International Conference on Sustainable and Alternative Tourism*, July 11-13, 2009, Guilin, China.

[Book Chapters]

- Bao, J., Luo, J., and **Wang, S.** (2009). Review of theoretical investigation of tourism planning in 2008, in *The Yearbook of China Tourism*, pp. 727-732.

Research Grants

- CNY 170,000 National Natural Science Foundation of China (NSFC) — Young Scientist Fund for the project entitled “The sustainable operation of local small tourism businesses in historical towns: An application of resource dependence theory” (资源依赖理论视角下历史城镇本地旅游小企业可持续经营的理论构建与实证研究) (Project No. 71804027). PI: Sha Wang; Co-Is: Kam Hung, Xue Li, Xiaotao Yang, Fei Qiao, and Jinyuan Pang.
- CNY 60,000 Shanghai Philosophy and Social Science Planning Youth Project entitled “Developing Shanghai as a cruise homeport in the Asia-Pacific area” (推进上海建设成为亚太地区邮轮中心的对策研究) (Project No. 2017EGL002). PI: Sha Wang; Co-Is: Minglong Li and Jiaqi Luo.
- CNY 100,000 Fudan University Scientific Research Fund for Newly Recruited Junior Academic Staff for the project entitled “Understanding the interactive mechanism between the development pattern of guesthouses and destination evolution in Chinese historical towns” (中国古镇旅游地家庭旅馆业发展模式与目的地演化的互动机制研究) (Project No. JIH3154107). PI: Sha Wang.
- CNY 70,000 Shanghai Municipal Government Consultancy Project entitled “Building the city brand of Shanghai to enhancing inbound tourism development” (上海塑造城市品牌提升入境旅游发展对策研究). PI: Han Shen. Co-Is: Sha Wang, Alei Fan, Luorong Wu, Yixuan Song, Chenyan Lv, and Xin Liu.

Consultancies

- Planning on Tourism Area in Lingshui, Hainan Province, China (11/2009-01/2010). PI: Prof. Jigang Bao.
- Master Planning on Tourism Industry in Zhangjiajie, Hunan Province, China (01/2009-10/2009). PI: Prof. Jigang Bao.