
Dr. Jingru (Damon) ZHANG

Email: jingru_zhang@fudan.edu.cn

Department of Tourism, Fudan University, China

RESEARCH INTERESTS

Community development in the context of tourism

Lifestyles and mobility

Lifestyle migration and entrepreneurship

Backpacking tourism and hippie culture

EDUCATION

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

WORKING & TEACHING EXPERIENCES

07/2020-now	Department of Tourism, Fudan University	Assistant Professor
03/2019-06/2019	Department of Tourism, University of Otago <ul style="list-style-type: none">Tutored in TOUR101 <i>Introduction to Tourism</i>	Tutor
04/2018-05/2018	Department of Tourism, University of Otago <ul style="list-style-type: none">Gave lectures in TOUR309 <i>Tourism Research Method</i> and TOUR423 <i>Advanced Tourism Concepts</i>	Guest Lecturer
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

Huang, X., Li, M., **Zhang, J.**, Zhang, L., Zhang, H., & Yan, S. (online). Tourists' spatial-temporal behavior patterns in theme parks: A case study of Ocean Park Hong Kong. *Journal of Destination Marketing & Management*, 15, 100411.

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- 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

- 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.

REFeree SERVICES

Anatolia

Annals of Tourism Research

Cornell Hospitality Quarterly

International Journal of Tourism Cities

Journal of Sustainable Tourism

Journal of Travel & Tourism Marketing

Journal of Vacation Marketing

Tourism Geographies