

# Dr. Danni ZHENG

Assistant Professor

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## RESEARCH INTERESTS

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Digital cultural tourism, creative tourism, event planning and organizing, prosocial behaviors, tourism crisis management (COVID-19), medical tourism

## ACADEMIC POSITIONS

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- 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

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- 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
- 2002-2006 Bachelor of Management (Tourism Management), Beijing Forestry University, China

## JOURNAL PUBLICATIONS

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- 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*, 83, 104261.
- Zheng, D.**, Luo, Q., & Ritchie, B. W. (2021). The Role of Trust in Mitigating Perceived Threat, Fear, and Travel Avoidance after a Pandemic Outbreak: A Multigroup Analysis. *Journal of Travel Research*, 0047287521995562.
- Zheng, D.**, & Liang, Z. (2021). Heterogeneity of residents' dilemmas in supporting sustainable heritage development: An integrated segmentation approach. *Journal of Destination Marketing & Management*, 21, 100635.
- 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*, 24(5), 668-684.
- Zheng, D.\*** (2020). Building resident commitment through tourism consumption: A relational cohesion lens. *Journal of Destination Marketing & Management*, 16, 100441.
- 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*, 28(11), 1782-1804.
- 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*, 27(11), 1725-1744.
- 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*, 36(8), 877-887.
- 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*, 70, 238-249.

## CONFERENCE PAPERS

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**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.

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.

**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.

**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.

**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

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**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.

Luo, Q., Zhong, D. & **Zheng, D.** (2017). *Special Events A New Generation and the Next Frontier (Translation)*. Beijing: China Renmin University Press.

Zhang, X., **Zheng, D.** & Lin, J. (2014). *Event Planning and Management*. Guangzhou: Sun Yat-sen University Press.

## WORKING GRANTS

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Host National Natural Science Foundation of China Project: *Impact mechanism of digital cultural tourism on emotional experiences and committed travel behaviors*

Participate in Humanities and Social Science Foundation of the Ministry of Education Project: *Impacts of digital cultural tourism on tourists' cultural empathy and prosocial behaviors: a psychological distance lens*

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

## AWARDS & HONORS

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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

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Tourism Management, Annals of Tourism Research, Journal of Travel & Tourism Marketing, Journal of Destination Marketing & Management, Tourism Management Perspective, Journal of Vocation Marketing, Society & Natural Resource, Tourism Planning & Development, Sustainability, Tourism Forum, etc.