

Dr. Sha WANG (王莎)

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Areas of Research Expertise: Small Tourism Business; Tourist Behaviour

Areas of Teaching Expertise: Introduction to Tourism; Resort Management

Qualifications

[Academic Qualifications]

- 2015, Ph.D. in Hotel and Tourism Management, The Hong Kong Polytechnic University, Hong Kong SAR, China.
- 2010, M.S. in Human Geography, Sun Yat-sen University, China
- 2008, B.S. in Geography Science, Lanzhou University, China

[Professional Qualifications]

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

Academic Experience

- 12/2019-Present: Associate Professor, Department of Tourism, Fudan University
- 03/2016-11/2019: Assistant Professor, Department of Tourism, Fudan University

Publications

[Journal Articles]

- 1) Zhou, L., Liu, A. T., Liu, A., Qiu, R. T. R., & **Wang, S.*** (2026). Policy shocks, emotional adaptation, and tourism demand recovery: Longitudinal evidence from a natural experiment. *Tourism Economics*, DOI: 10.1177/13548166261480754
- 2) Ni, J., Hung, K., & **Wang, S.*** (2026). Understanding different generations' cruise experiences and well-being from a future time perspective. *Journal of Vacation Marketing*, DOI: 10.1177/13567667261459716
- 3) **王莎***, 赵晟瑜, 刘晔. 从共同生活到共同创新: 利益相关者互动对城市旅游休闲街区小微企业创新行为的影响研究. [J].*旅游论坛*, 2026, 19(4), 54-69. [Wang, S., Zhao, S., & Liu, Y. (2026). From co-living to co-creation: The impact of

- stakeholders' interaction on the innovation behavior of micro and small businesses in urban tourism and leisure districts. *Tourism Forum*, 19(4), 54-69.]
- 4) Zhou, L., Qiu, R.T.R., **Wang, S.***, Liu, A., & Wang, L. (2024). Incidental negative emotions and tourist destination preferences: A choice model during lockdown. *International Journal of Tourism Research*, 26(4), e2722. (SSCI)
 - 5) 李彬, 王莎, 王节祥, 李亮, 余志远, 龚奕潼 (所有作者均为第一作者). 如何在旅游管理研究中使用严谨规范的扎根理论和案例研究方法[J]. *旅游导刊*, 2024, 8(1), 1-29. [Li, B., **Wang, S.**, Wang, J., Li, L., Yu, Z., and Gong, Y. (All authors are first authors). (2024). Do rigorous and disciplined grounded theory research and case study. *Tourism and Hospitality Prospect*, 8(1), 1-19.]
 - 6) Lin, P. M. C., Peng, K., **Wang, S.**, Au, W. C., and Feng, S. (2022). Impact of online food delivery services on China's hotel catering businesses. *Journal of China Tourism Research*, 18(4), 871-891.
 - 7) **Wang, S.**, Chu, T., Li, H., and Sun, Q. (2022). Cruise vacation experiences for Chinese families with young children. *Tourism Review*, 77(3), 815-840. (SSCI)
 - 8) **Wang, S.**, Hung, K., Li, M., and Qiu, H. (2021). Developing a customer loyalty model for guest houses in China: A congruity-based perspective. *Tourism Review*, 76(2), 411-426. (SSCI)
 - 9) Hung, K., Lee, J.-S., **Wang, S.***, and Petrick, J. F. (2020). Constraints to cruising across cultures and time. *International Journal of Hospitality Management*, 89, 102576. (SSCI)
 - 10) 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)
 - 11) **Wang, S.***, Hung, K., and Huang, W. (2019). Motivations for entrepreneurship in the tourism and hospitality sector: A social cognitive theory perspective. *International Journal of Hospitality Management*, 78, 78-88. (SSCI, **ESI Highly Cited Paper**)
 - 12) 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, **ESI Highly Cited Paper**)
 - 13) **Wang, S.**, Hung, K., and Lin, P. M. C. (2018). Entrepreneurial motivation and destination evolution. *Journal of China Tourism Research*, 14(2), 158-176.
 - 14) **Wang, S.**, Hung, K., and Li, M. (2018). Development of measurement scale for functional congruity in guest houses. *Tourism Management*, 68: 23-31. (SSCI)
 - 15) Huang, W., Xiao, H., and **Wang, S.** (2018). Airports as liminal space. *Annals of Tourism Research*, 70: 1-13. (SSCI)
 - 16) **Wang, S.**, and Hung, K. (2015). Customer perceptions of critical success factors for guest houses. *International Journal of Hospitality Management*, 48: 92-101. (SSCI)
 - 17) 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)
 - 18) 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.

- 19) **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.

[Conference Papers]

- 1) **Wang, S.***, Luo, X., and Scarles, C. (2024). From digital to physical: The role of digital immersive exhibitions in influencing on-site visitation. *The Royal Geographical Society (with IBG) Annual International Conference*, August 27-30, 2024, London, United Kingdom.
- 2) **Wang, S.***, Luo, X., and Scarles, C. (2024). Visitors' experience during digital destination exhibitions and associated travel intention. *Digital Marketing Colloquium*, March 19-20, 2024, Bournemouth University, Bournemouth, United Kingdom.
- 3) Chu, T., **Wang, S.***, and Wang, Y. (2022). Dealing with COVID-19 in the rural guest house sector: A resource-based view. *2022 Inaugural Frontiers in Hospitality and Tourism Annual Research Symposium*, October 21, 2022, University of Macau, Macau SAR, China.
- 4) Luo, X., and **Wang, S.*** (2022). Customer experience in theme hotels during COVID-19 pandemic. *2022 Inaugural Frontiers in Hospitality and Tourism Annual Research Symposium*, October 21, 2022, University of Macau, Macau SAR, China. **Best Poster Award.**
- 5) Chu, T., **Wang, S.***, and Wang, Y. (2021). The influence of resource base on building dynamic capabilities for guest houses to survive Covid-19. *2021 Annual Conference of Tourism Tribune*, November 13-14, 2021, Shanghai, China.
- 6) Wulaertai, B., and **Wang, S.*** (2021). Motivation of luxury river cruise tourists: From the push and pull theory perspective. *2021 Annual Conference of Tourism Tribune*, November 13-14, 2021, Shanghai, China.
- 7) **Wang, S.*** (2020). Developing a framework of sustainable operation of small tourism businesses in historical towns. *2020 Annual Conference of Tourism Tribune*, November 7-8, 2020, Guangzhou, China.
- 8) 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.
- 9) **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.
- 10) **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.
- 11) **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.
- 12) **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.

- 13) 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.
- 14) 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.**
- 15) **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.
- 16) **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**.

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.

Awards and Honours

- Best Poster Award, awarded by the 2022 Inaugural Frontiers in Hospitality and Tourism Annual Research Symposium, October 21, 2022, Macau SAR, China. Luo, X., and **Wang, S.*** (2022). Customer experience in theme hotels during COVID-19 pandemic.
- Second Prize of Outstanding Research Achievement (Tourism) of the Ministry of Culture and Tourism of China in 2020 (2020 年中国文化和旅游优秀研究成果二等奖 (学术论文类)) for a journal publication “**Wang, S.***, Hung, K., and Huang, W. (2019). Motivations for entrepreneurship in the tourism and hospitality sector: A social cognitive theory perspective. *International Journal of Hospitality Management*, 78, 78-88.”
- Best Paper Award, awarded by the International Tourism Studies Association, August 23-25, 2012, Bali, Indonesia. Hung, K., **Wang, S.**, and Tang, C. H. (2012). Understanding the mindset of travellers in developing Buddhism themed hotels.

Referee Service

- 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