

Dr. Danni ZHENG

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Short Bio

Dr. Danni Zheng is listed as “2020 Top 40 Young Researchers of Australia” and “2022 Shanghai Pujiang Talent” in China. 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 tourism and health, digital cultural tourism, tourism and public management, tourist psychology and decision making, she has published over 40 academic papers in SCI/SSCI high impact journals and conferences. She hosts research grants including the 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

Tourism and health; digital cultural tourism; tourism and public management; tourist psychology and decision making

ACADEMIC POSITIONS

2023-Present	Associate Professor, Department of Tourism, Fudan University, China
2024-2025	Visiting Scholar, Oxford Institution of Population Aging, Oxford University, UK
2020-2023	Assistant Professor, Department of Tourism, Fudan University, China
2019-2020	Postdoctoral Research Fellow, School of Business, The University of Queensland, Australia
2010-2014	Lecturer, School of Tourism, Sun Yat-sen University, China

TEACHING COURSES

Undergraduate Courses: *Event Planning and Organization*; *Event Management*; *Tourism Planning*

Graduate Courses: *Utilization and Research of Tourism Literature*; *Research Methods of Tourism*

JOURNAL PUBLICATIONS (Recent 5 years)

1. **Zheng, D.***, Ritchie, B. W., Dolnicar, S., & Babakhani, N. (2025) Can heuristic cues improve voluntary carbon offsetting message effectiveness? *Journal of Travel Research (SSCI)*, 1-15. DOI: 10.1177/00472875251342206
2. Liu, Y., **Zheng, D. *** & Xu, J. (Bill). (2025). Travel to reminisce esports: Effects of esports nostalgia on spectators' psychological well-being and travel-related behaviors. *Journal of Vacation Marketing (SSCI)*, 0(0). <https://doi.org/10.1177/13567667251340405>
3. **Zheng, D.***, & Huang, C. (2025). From online games to offline travel: Gaming flow, attachment, and esports travel. *Journal of Vacation Marketing (SSCI)*, 1-20.
4. **Zheng, D.***, Huang, C., Zhao, Q. & Liu, Y. (2025). Healing tourism: An interdisciplinary review of progress, methods and healthy ageing implications. *Asia Pacific Journal of Marketing and Logistics (SSCI)*, 1-15. Doi: 10.1108/APJML-10-2024-1538.
5. Hu, F., Wen, J., **Zheng, D.**, Jiang, Y., Hou, H., & Wang, W. (2025). Rethinking perceived constraints for people with chronic diseases: Developing and validating a scale for tourists with mild dementia. *Tourism Management (SSCI)*, 107, 105082.

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6. Hu, F., Wen, J., **Zheng, D.**, Ying, T., Hou, H., & Wang, W. (2025). Rescaling outbound tourism motivation: new insights from tourists with mild dementia. *Journal of Travel & Tourism Marketing (SSCI)*, 42(1), 20–39.
 7. Hu, F., Wen, J., **Zheng, D.**, Ying, T., Hou, H., & Wang, W. (2025). The principle of entropy increase: A novel view of how tourism influences human health. *Journal of Travel Research (SSCI)*, 00472875241269892.
 8. Li, S., **Zheng, D. ***, & Zhan, J. (2024). Emotional dynamics of virtual reality tourism experience: An application of day reconstruction and physiological methods. *International Journal of Tourism Research (SSCI)*, 26(4), e2707.
 9. **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)*, 98, 104760.
 10. **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)*, 28(2), 127-142.
 11. **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)*, 28(3), 234-253.
 12. **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)*, 1-18.
 13. **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.
 14. Hu, F., Wen, J., **Zheng, D. ***, & Wang, W. (2023). Travel medicine in hospitality: an interdisciplinary perspective. *International Journal of Contemporary Hospitality Management (SSCI)*, 35 (9), 3134-3153.
 15. 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)*, 14(2), 278-294.
 16. **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, ESI)*, 0047287521995562.
 17. Wen, J., **Zheng, D. * (co-first author)**, Hou, H., Phau, I., & Wang, W. (2022). Tourism as a dementia treatment based on positive psychology. *Tourism Management (SSCI, ESI)*, 92, 104556.
 18. Jiang, Y., Wen, J., **Zheng, D. ***, Phau, I., & Wang, W. (2022). Pandemic prevention via tourism: A conceptual framework. *Annals of Tourism Research (SSCI)*, 96, 103463.
 19. 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)*, 12.
 20. Wen, J., **Zheng, D. * (co-first author)**, & 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)*, 34(7), 102228.
 21. 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.
 22. **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, ESI, Hot paper)*, 83, 104261.
 23. **Zheng, D.**, & Liang, Z. (2021). Heterogeneity of residents' dilemmas in supporting sustainable heritage development: An integrated segmentation approach. *Journal of Destination Marketing & Management (SSCI)*, 21, 100635.
 24. **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)*, 24(5), 668-684.

25. **Zheng, D. *** (2020). Building resident commitment through tourism consumption: A relational cohesion lens. *Journal of Destination Marketing & Management (SSCI)*, 16, 100441.
26. **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)*, 28(11), 1782-1804.
27. **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)*, 27(11), 1725-1744.
28. **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)*, 36(8), 877-887.
29. **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)*, 70, 238-249.
30. **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.
31. Wen, J., Hu, F., **Zheng, D.**, Phau, I., Kozak, M., Hou, H., & Wang, W. (2023). Solidarity tourism: A pathway to revitalising the health of vulnerable war-affected populations? *Journal of Global Health (SCI)*, 13.
32. Wen, J., **Zheng, D.**, Jiang, Y., Hou, H., Phau, I., & Wang, W. (2023). Exploring perceptions of travel-eligible individuals with dementia and hotel operators. *Anatolia*, 1-13.
33. Wen, J., Hu, F., **Zheng, D.**, Phau, I., Kozak, M., Hou, H., & Wang, W. (2023). Solidarity tourism: A pathway to revitalising the health of vulnerable war-affected populations? *Journal of Global Health (SCI)*, 13.
34. Wen, J., **Zheng, D.**, Jiang, Y., Hou, H., Phau, I., & Wang, W. (2023). Exploring perceptions of travel-eligible individuals with dementia and hotel operators. *Anatolia (SSCI)*, 1-13.
- Hu, F., Wen, J., **Zheng, D.**, Ying, T., Hou, H., & Wang, W. (2024). The principle of entropy increase: A novel view of how tourism influences human health. *Journal of Travel Research (SSCI)*, 00472875241269892.

CONFERENCE PAPERS

1. **Zheng, D.***, Huang, C. (2024). Tourism Healing: Interdisciplinary International Research Progress, Methods and Implications. EPMA World Congress 2024, September 1-5, 2024, Shantou, China.
2. **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.
3. **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. (2024). *Handbook of Tourism and Consumer Behaviors*. UK: Edward Elgar.
2. **Zheng, D.**, Kozak, M., & Wen, J. (2024). Introduction to the Handbook of Tourism and Consumer Behavior. In *Handbook of Tourism and Consumer Behavior* (pp. 1-10). Edward Elgar Publishing.
3. Huang, C., & **Zheng, D.** (2024). Gender differences in esports events, tourism experiences, and behaviors among Gen Z. In *Handbook of Tourism and Consumer Behavior* (pp. 100-113). Edward Elgar Publishing.
4. Shi, Y., **Zheng, D.**, & Chen, J. (2024). The role of destination, pandemic prevention, and personal characteristics in post-pandemic outbound travel. In *Handbook of Tourism and Consumer Behavior* (pp. 52-66). Edward Elgar Publishing.
5. Hu, F., Wen, J., **Zheng, D.**, & Wang, W. (2024). Tourism, Suboptimal Health Status, and Dementia. In *All Around Suboptimal Health: Advanced Approaches by Predictive, Preventive and Personalised Medicine for Healthy Populations* (pp. 253-265). Cham: Springer Nature Switzerland.
6. **Zheng, D.**, Oraltay, B., & Wang, Z. (2023). Enhancing virtual event experiences through short video marketing. In Brown, T., & Drakeley, C. (Eds.), *Virtual Events Management: Theory and Methods for Event Management and Tourism*. Oxford: Goodfellow Publishers.
7. **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.
8. Luo, Q., Zhong, D. & **Zheng, D.** (2017). *Special Events: A New Generation and the Next Frontier (Translation)*. Beijing: China Renmin University Press.
9. Zhang, X., **Zheng, D.** & Lin, J. (2014). *Event Planning and Management*. Guangzhou: Sun Yat-sen University Press.

KEYNOTE SPEECH

Zheng, D. Can Tourism Be Therapeutic Interdisciplinary Research Design, Methods and Prospects. Macau University of Science and Technology, July 28, 2024.

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

Zheng, D. Research progress on new travel behaviors of "Generation Z". The 8th China Youth Tourism Scholars Forum, Dec 20, 2022.

EDUCATION

2014-2019 Doctor of Philosophy (Tourism Management), 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
2022-2026 Bachelor of Management, Beijing Forestry 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 22PJC020], Oct 2022-Sep 2025.
Participate Australia Research Council (ARC) Linkage Projects: *Encouraging voluntary purchasing of carbon offsets*, 2016- 2020.

AWARDS & HONORS

2024 Outstanding Young Teacher Teaching of Fudan University Award
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

PROFESSIONAL AND ACADEMIC SERVICE

Professional Affiliation: Council Member of China Tourism Education Alliance
Journal Editorial Board: *Tourism Management Perspectives* (2025-); *International Journal of Tourism Research* (2024-); *Journal of Tourism Futures* (2023-); *Tourism Analysis* (2024-); *Tourism Forum* (2023-)
Journal Social Media Editor: *Tourism Planning & Development* (2024-)
Journal Guest Editors: *Tourism Management* (2024-); *Tourism Science* (2024-)
Referee Service: *Tourism Management*, *Annals of Tourism Research*, *Journal of Travel Research*, *Journal of Sustainable Tourism*, *Journal of Travel & Tourism Marketing*, *Tourism Management Perspective*, *Journal of Destination Marketing & Management*, *Journal of Hospitality and Tourism Management*, *International Journal of Tourism Research*, *Tourism Review*, *Journal of China Tourism Research*, *Journal of Vocation Marketing*, *Society & Natural Resource*, *Tourism Planning & Development*, *Sustainability*, *Tourism Science*, etc.