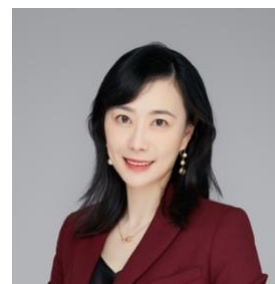


郑丹妮 副教授、博士

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个人简介

“上海市白玉兰（浦江）人才”，“2020 澳大利亚 Top40 优秀青年学者”（经管学科 Top5），中国旅游教育合作联盟理事成员，牛津大学访问学者。博士毕业于澳大利亚昆士兰大学，并荣获该校商学院“最佳博士论文奖”（全院第一）。曾先后任职于中山大学旅游学院与昆士兰大学商学院，近年来致力于旅游与健康、数字赋能文旅融合、旅游与公共管理、旅游消费者心理与行为等研究，并在 *Tourism Management* 等多个 SCI/SSCI 期刊与国际会议发表论文四十余篇，ESI 高被引论文多篇。目前主持国家自然科学基金、国家教育部人文社科基金、上海浦江人才计划等国家/省部级课题。

研究方向

旅游与健康、数字文旅、旅游心理与行为等

工作经历

2023-至今	复旦大学	旅游学系, 副教授
2024-2025	牛津大学	老龄化人口研究中心, 访问学者（英国，国家公派）
2020-2023	复旦大学	旅游学系, 青年副研究员
2019-2020	昆士兰大学	商学院, 博士后（澳大利亚）
2010-2014	中山大学	旅游学院, 助教（授课讲师）

主讲课程

本科生课程：《活动策划与组织》、《会展管理》、《旅游策划学》

研究生课程：《旅游文献的利用与研究》、《旅游研究方法》

期刊论文(近五年，完整详见 <https://scholar.google.com/citations?user=ZTNzRg8AAAAJ&hl=en&oi=sra>)

1. **Zheng, D.*** (兼通讯作者), 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.*** (通讯作者，共同一作) & 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.*** (兼通讯作者), & 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.*** (兼通讯作者), 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.
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.** * (通讯作者), & 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.** *(兼通讯作者), 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.** * (通讯作者), & 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.** * (通讯作者) (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 高被引)*, 0047287521995562.
17. Wen, J., **Zheng, D.** * (共同一作, 通讯作者), Hou, H., Phau, I., & Wang, W. (2022). Tourism as a dementia treatment based on positive psychology. *Tourism Management (SSCI, ESI 高被引)*, 92, 104556.
18. Jiang, Y., Wen, J., **Zheng, D.** * (通讯作者), 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.** * (通讯作者), 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.** * (共同一作, 通讯作者), & 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 高被引、高热点论文)*, 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.** *(兼通讯作者), 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.** *(独立作者). (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.** *(兼通讯作者), 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.** *(兼通讯作者), 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.** *(兼通讯作者), 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. 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.
31. 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.
32. 郑丹妮(兼通讯作者),李博源,赵秋杰.艺术博物馆旅游与心理疗愈机制研究: 基于自我调节理论[J].旅游论坛, 2025:1-12.
33. 郑丹妮(兼通讯作者),李可.专业承诺对职业选择的影响机制研究——以旅游管理本科生为例 [J].《复旦旅游学集刊》第十三辑, 2024.
34. 郑丹妮,李春晓,于赫尧,杨旸,陈钢华,白凯.学科归属、学科认同与旅游学科建设——“‘旅游一代’与旅游学科发展”专题学者对话录[J].旅游论坛, 2023,16(1):12-26.

会议论文 (部分)

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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. 张宇航, 郑丹妮* (2024). 旅游人工智能幻觉风险与信任提升: 基于可解释人工智能的实证研究. 2024 中国地理学会旅游地理专业委员会年会, 广州.
 3. Yifan Liu, **Danni Zheng*** (2024). Unveiling the motivations behind esports hotel choices: Scale development and validation. 2024 中国地理学会旅游地理专业委员会年会, 广州.
 4. **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.
 5. **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).
 6. **Zheng, D.*** (2021). Profiling Tourists' Fear, Resilience, and Protective Behaviors toward Post-Pandemic Travel. *Travel and Tourism Research Associate (TTRA) International Conference*, June 14-16, online.
 7. **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

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- development. *Council for Australian Tourism and Hospitality Education (CAUTHE) Conference*, February 11-14, 2019, Cairns, Australia.
8. **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.
 9. 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.
 10. **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.
 11. 茵克尔·海拉提, **郑丹妮*** (2024). 旅游直播中主播特质对出游决策影响研究: 情感团结视角. 2024 旅游研究前沿年度论坛, 上海, 中国.
 12. 赵秋杰, **郑丹妮*** (2024). Campus tourism: A systematic review (1991-2024) and research agenda. 2024 旅游研究前沿年度论坛, 上海, 中国.
 13. 朱贇, **郑丹妮*** (2024). 旅游疗愈孤独? 城市“空巢青年”旅游体验、心理丰富与孤独感关系研究. 2024 旅游研究前沿年度论坛, 上海, 中国.
 14. 黄岑莹, **郑丹妮*** (2024). 旅游信息中的自我与他人: 双向视角下社交媒体用户旅游信息披露心理与行为研究. 2024 旅游研究前沿年度论坛, 上海, 中国.
 15. 黄雍凌, **郑丹妮*** (2024). 黑色旅游短视频的共情与亲社会行为影响研究: 以灾害纪念地为例. 2024 旅游研究前沿年度论坛, 上海, 中国.
 16. 黄岑莹, **郑丹妮*** (2022). 游戏体验对电竞旅游意愿影响研究: 以青年电竞玩家为例. 2022《旅游科学》年会, 上海, 中国.
 17. 芭丽根·吾拉尔太, 王子卓, **郑丹妮*** (2022). 短视频视域下的“云展览”传播感知差异研究——以 2020 迪拜世博会为例. 2022《旅游科学》年会, 上海, 中国.
 18. 王佳清, 张静, 崔嘉硕, 王倩, **郑丹妮*** (2022). 基于游客评价的沉浸式旅游演艺体验模型构建——以《只有河南·戏剧幻城》为例. 2022《旅游科学》年会, 上海, 中国.
 19. 刘一帆, **郑丹妮*** (2023). 逢新感旧: 电竞用户的“怀旧情感”及其对电竞旅游行为影响机制研究. 2023《旅游科学》年会, 上海, 中国.
 20. 芭丽根·吾拉尔太, **郑丹妮*** (2021). 大学生对移动端数字遗产旅游网真体验感知研究——以“云游敦煌”为例. 2021《旅游学刊》中国旅游研究年会, 上海, 中国.

书籍著作

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 *Virtual Event Management*. GoodFellow Publishers.

7. **Zheng, D.**, Ritchie, B. W., & Benckendorff, P. J. (2020). Tourism performing arts development in China. In Huang, S. & Cheng, G. (Eds.) *Handbook on Tourism and China*. UK: Edward Elgar.

8. 罗秋菊, 钟迪茜, **郑丹妮**. (2017). 活动策划与组织 (第 6 版). 北京: 中国人民大学出版社.

9. 张骁鸣, **郑丹妮**, 林嘉怡. (2014). 节事活动策划与管理. 广州: 中山大学出版社.

主题报告

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

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

3. **郑丹妮**. “Z 世代”旅游新消费行为研究. 第八届“相思江·中国青年旅游学者论坛”, 2022 年 12 月 20 日.

4. **郑丹妮**. 疫情时代的旅游担忧: 自我保护、应对机制与心理复原, 复旦大学校庆报告会, 2022 年 5 月 24 日.

5. **郑丹妮**. 三人行: 本土与海归博士面对面. 青年旅游学者成长路径交流会, 2021 年 8 月 25 日.

教育背景

2014-2019	昆士兰大学商学院 (澳大利亚)	哲学博士 (旅游管理方向)
2009-2010	昆士兰大学翻译学院 (澳大利亚)	翻译硕士 (汉英口译与笔译)
2006-2008	昆士兰大学商学院 (澳大利亚)	商学硕士 (国际会展管理)
2006-2008	中山大学地理科学与规划学院	理学硕士 (人文地理)

科研项目

1. 国家自然科学基金青年项目《数字文旅的情感体验及旅游承诺行为影响机制研究》2022-2024, 主持.

2. 国家教育部人文社科基金《数字文旅体验的文化共情与旅游亲社会行为影响研究: 心理距离视角》2021-2024, 主持.

3. 上海市浦江人才计划 《元宇宙视域下数字文旅体验与开发策略研究》2022 -2025, 主持.

4. 澳大利亚国家科研基金项目: Encouraging voluntary purchasing of carbon offsets (2016–2020), 参与.

奖励情况

2024	复旦大学青年教师教学竞赛 特等奖
2020	澳大利亚 Top40 优秀青年学者 (Top 40 Young Researchers of Australia)
2019	最佳博士论文(澳大利亚昆士兰大学商学院)
2017	UNWTO 中国旅游研究博士生奖学金
2014	澳大利亚昆士兰大学商学院奖学金

社会与学术服务

社会任职: 中国旅游教育合作联盟 理事成员

期刊编委: *Tourism Management Perspectives* (2025-); *International Journal of Tourism Research* (2024-); *Journal of Tourism Futures* (2023-); *Tourism Analysis* (2024-); 旅游论坛 (2023-)

客座主编: *Tourism Management* (2024-); 旅游科学 (2024-)

期刊社交媒体主编: *Tourism Planning & Development* (2024-)

期刊审稿: *Tourism Management*, *Annals of Tourism Research*, *Journal of Sustainable Tourism*, *Journal of Travel Research*, *Journal of Travel & Tourism Marketing*, *International Journal of Hospitality Management*, *Journal of Destination Marketing & Management*, *Journal of Hospitality and Tourism Management*, *Tourism Management Perspective*, *Tourism Review*, *International Journal of Tourism Research*, *Plos One*, 旅游论坛, 旅游科学等.