

## 王莎

博士

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研究方向：旅游小微企业、旅游者行为、邮轮旅游

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### 工作经历

- 2019/12 至今：复旦大学旅游学系，副教授  
2023/08-2024/08：英国萨里大学酒店与旅游管理学院，访问学者
- 2016/03-2019/12：复旦大学旅游学系，讲师

### 教育背景

- 香港理工大学 (2015)：哲学博士，旅游管理专业
- 中山大学 (2010)：理学硕士，人文地理学专业（区域发展与旅游规划方向）
- 兰州大学 (2008)：理学学士，地理科学专业

### 专业资格

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

### 发表论文

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., & 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., & 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., & 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). Constrains 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 高被引)
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 高被引)
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(7): 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.

## 科研项目

1. 主持：国家自然科学基金青年项目：“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”（批准号：71804027），2019-2021

2. 主持：上海市哲学社会科学规划青年课题：“推进上海建设成为亚太地区邮轮中心的对策研究”（批准号：2017EGL002），2017-2019
3. 参与：上海市政府决策咨询课题：“上海塑造城市品牌提升入境旅游发展对策研究”，2016

#### 所获荣誉

1. 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.**
2. **Wang, S.**, Hung, K., and Huang, W.-J. (2019). Motivations for entrepreneurship in the tourism and hospitality sector: A social cognitive theory perspective. *International Journal of Hospitality Management*, 78, 78-88. **2020 年文化和旅游优秀研究成果二等奖（学术论文类）**
3. Hung, K., **Wang, S.**, and Tang, C. H. (2012). Understanding the mindset of travellers in developing Buddhism themed hotels. *The International Tourism Studies Association*, August 23-25, 2012, Bali, Indonesia. **Best Paper Award.**