

# 郑丹妮 博士

副教授、旅游教研室主任助理

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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常任理事。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三十余篇，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、数字赋能文旅融合、旅游与公共管理、旅游消费者心理与行为等

## 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（英国）	访问学者
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（澳大利亚）	博士后
2010-2014	中山大学 旅游学院	助教（授课讲师）

## 期刊论文(近五年)

1. **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 一区)*, 98, 104760.
2. **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 一区)*, 28(2), 127-142.
3. **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 一区)*, 28(3), 234-253.
4. **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 一区)*, 1-18.
5. **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.
6. 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 一区)*, 35 (9), 3134-3153.
7. 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 一区)*, 14(2), 278-294.

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8. **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 一区, ESI 高被引), 0047287521995562.
  9. 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 一区, ESI 高被引), 92, 104556.
  10. 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 一区), 96, 103463.
  11. 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 一区), 12.
  12. 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 一区), 34(7), 102228.
  13. 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.
  14. **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 一区, ESI 高被引、高热点论文), 83, 104261.
  15. **Zheng, D.**, & Liang, Z. (2021). Heterogeneity of residents' dilemmas in supporting sustainable heritage development: An integrated segmentation approach. *Journal of Destination Marketing & Management* (SSCI 一区), 21, 100635.
  16. **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 一区), 24(5), 668-684.
  17. **Zheng, D.** \* (独立作者). (2020). Building resident commitment through tourism consumption: A relational cohesion lens. *Journal of Destination Marketing & Management* (SSCI 一区), 16, 100441.
  18. **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 一区), 28(11), 1782-1804.
  19. **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 一区), 27(11), 1725-1744.
  20. **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.
  21. **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 一区), 70, 238-249.
  22. 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.
  23. 郑丹妮, 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.
  24. 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*, 13.
  25. 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.

## 会议论文

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1. **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.
2. **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*, June 14-16, online.
4. **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.
5. **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.
6. 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.
7. **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.
8. 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.
9. 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.
10. 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.
11. 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.
12. 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.

## 书籍著作

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1. **Zheng, D.**, Kozak, M., & Wen, J. (2024). *Handbook of Tourism and Consumer Behaviors*. UK: Edward Elgar.
2. 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.
3. **Zheng, D.**, Oraltay, B., & Wang, Z. (2023). Enhancing virtual event experiences through short video marketing. In *Virtual Event Management*. GoodFellow Publishers.
4. **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.
5. 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.
6. 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

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1. Zheng, D. Vulnerable populations with psychological disorders in tourism: An interdisciplinary perspective. *Mental Health, Happiness and Travel & Tourism*, Tourism Webinar, Dec 15, 2022.
2. 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.
3. 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.
4. 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.

## 主讲课程

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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》

## 教育背景

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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

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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》(项目号: 72102045) 2022年01-2024年12月, 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》(项目号: 21YJCZH241) 2021年6月-2024年6月, 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》(项目号: 22PJC020) 2022年10月-2025年9月, 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

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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

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### 社会任职:

中国旅游教育合作联盟 常任委员

### 期刊编委:

*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-)

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**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,  
Journal of China Tourism Research,  
Journal of Vocation Marketing,  
Journal of Tourism Futures,  
Heliyon,  
Plos One,  
Society & Natural Resource,  
Tourism Planning & Development,  
Sustainability,  
旅游论坛,  
旅游科学等。