**Suiwen (Sharon) Zou, Ph.D.**

Assistant Professor

Department of Recreation, Sport, and Tourism

College of Applied Health Sciences

University of Illinois at Urbana-Champaign

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# Education

**Texas A&M University, College Station, TX** Aug 2017

Ph.D. Recreation, Park and Tourism Sciences

**Texas A&M University, College Station, TX** Aug 2014

M.S. Recreation, Park and Tourism Sciences

**Sun Yat-Sen University, Guangzhou, Guangdong, China** Jul 2012

B.A. Events and Tourism Management

# ACADEMIC APPOINTMENTS

**Assistant Professor** Aug 2019 – present

*Department of Recreation, Sport, and Tourism*

*University of Illinois at Urbana-Champaign*

**Academic affiliation**:

* + - Center for East Asian & Pacific Studies, University of Illinois at Urbana-Champaign

**Visiting Professor** Aug 2018 – Aug 2019

*Department of Recreation, Park and Tourism*

*San Francisco State University, San Francisco CA*

**Postdoctoral Fellow** Sep 2017 – Jul 2018

*The U.S.-Asia Center for Tourism & Hospitality Research*

*School of Sport, Tourism and Hospitality Management*

*Temple University, Philadelphia PA*

# Research

## Current Research interests

* Behavioral pricing of tourism and recreation services
* Funding and financial issues of tourism and leisure organizations
* Service failure and recovery in tourism and hospitality

## Publications

Refereed Journal Articles

14. Chen, C.C., **Zou, S.S.**, & Petrick, J.F. (2021). Would you be more satisfied with your life if you travel more frequently? *Tourism Analysis*, 26(1), 57-63. (DOI: 10.3727/108354220X16072200013427)

13. **Zou, S.S.,** & Migacz, S. (2020). Why Service Recovery Fails? Examining the Roles of Restaurant Type and Failure Severity in Service Recovery with Justice Theory. *Cornell Hospitality Quarterly (*[https://doi.org/10.1177/1938965520967921](https://doi.org/10.1177%2F1938965520967921))*.*

12. **Zou, S.S.,** & Petrick, J.F. (2020). Left-digit Effect in Tourists’ Price Evaluations: The Moderating Role of Price Level and Composite Price. Journal of Travel Research. (<https://doi.org/10.1177/0047287520957418>)

11. **Zou, S.S.** (2020). National Park Entrance Fee Increase: A Conceptual. *Journal of Sustainable Tourism,* 28(12): 2099-2117*.* (DOI: 10.1080/09669582.2020.1791142)

10. **Zou, S.S.,** Tan, K.P.S., Liu, H., Li, X., & Chen, Y. (2020). Mobile versus PC: Does Device Type Affect Survey Response Quality in Tourism Research? *Current Issues in Tourism*. DOI: 10.1080/13683500.2020.1797645)

9. **Zou, S.S.,** & Crompton, J.L. (2020). An Analysis of Two Data Sets for Measuring Expenditure Trends in ‘Mainline’ Local Public Park and Recreation Services. *Journal of Park and Recreation Administration*. (DOI:10.18666/JPRA-2020-10018)

8. Chen, C.C., **Zou, S.S.,** & Gao, J. (2020). Towards the Recovery Mechanisms of Leisure Travel Experiences: Does the Length of Vacation Matter? *Journal of Travel & Tourism Marketing, 37*(5), 636-648. (DOI: 10.1080/10548408.2018.1525469)

7. **Zou, S.S.,** & Petrick, J.F. (2019). Testing the Effect of Price Framing on Non-residents’ Perceptions of Dual Pricing in State Parks: An Application of Prospect Theory. *Leisure Sciences*. (DOI: 10.1080/01490400.2018.1491353)

6. Chen, C.C., **Zou, S.S.,** & Petrick, J.F. (2019). Is Traveling a Priority for you? A Comparative Study of American and Taiwanese Residents. *Journal of Travel Research*, 58(4), 650-665.

5. **Zou, S.S**., & Scott, D. (2018). Constraints to Serious Basketball Participation among Chinese American Women. *Leisure Sciences*, 40(5): 307-325.

4. Migacz, S.J., **Zou, S.S**., & Petrick, J.F. (2018). The “Terminal” Effects of Service Failure on Airlines: Examining Service Recovery with Justice Theory. *Journal of Travel Research*, 57(1): 83-98.

3. **Zou, S.S.,** Migacz, J.S., & Petrick, J.F. (2017). Utilizing Critical Incident Technique to Examine Chinese Tourists’ Cruising Desires and Intentions. *Tourism Analysis*, 22(4): 577-582.

2. **Zou, S.S.,** & Petrick, J.F. (2017). Tapping the Chinese Market: An Examination of Images and Constraints towards Cruising and their Influences on Cruising Intention. *Tourism Review International*, 21(4): 347-364.

1. **Zou, S.S.,** & Petrick, J.F. (2016). Segmenting Chinese Tourists with Perceived Constraints. *Tourism in Marine Environments*, 11(2-3), 109-122.

Book Chapter, Book Review and Invited Commentary

**Zou, S.S.,** & Li, X. (in press). The Present and Future of University Research Centers in Tourism & Hospitality Education: A U.S. Perspective. In *World Tourism Alliance’s* *Report on International Tourism Education.*

**Zou, S.S**., Wu, L., Liu, H., Turner, R., & Li, X. (2019). Mobile Payments in Travel & Tourism: Unlocking the Potential. *World Travel & Tourism Council.* white paper. <https://wttc.org/Research/Insights>

**Zou, S. S.** (2018). Book Review: [Marianna Sigala and Ulrike Gretzel (eds.): Advances in social media for travel, tourism and hospitality: new perspectives, practice and cases](javascript:void(0)). *Information Technology & Tourism*. (<http://doi.org/10.1007/s40558-017-0102-7>).

Petrick J. F., **Zou, S. S.,** & Hung, K. (2017). Motivation and Constraints of Cruise Passengers: Why People Choose to Cruise or not to Cruise? In Dowling, R.K. and Weeden, C. (Eds.) *Cruise Ship Tourism*. (2nd ed.). CABI Pub.

Petrick, J.F., & **Zou, S. S.** (2015). The Benefits of Leisure Travel. *Tourism Tribune, 30*(11), 1-5.

Refereed Conference Presentation/Proceedings

**Zou, S.S.** & Pitas, N. (2021). Community-Benefit vs. User-Benefit: The Effectiveness of Fee Increase Justification Message for Public Recreation Services. *Paper presented at the Academy of Leisure Sciences 2021 Conference on Research and Teaching.* Virtual. February 2021.

Tan, K.P., **Zou, S.S.,** & Li, X. (2020). Financial Implications of Customer Engagement Behavior on Business Profitability. *Travel and Tourism Research Association Annual Conference,* Victoria, BC, Canada. June 2020.

**Zou, S.S.** & Hao, J. (2020). Understanding the Public Backlash against National Park Fee Increase. Abstract for 30-minute stand-up presentation at *The Academy of Leisure Sciences 2020 Conference on Research and Teaching*. Champaign, Illinois, USA.

**Zou, S. S.**, & Migacz, J. S. (2018). Service Recovery in the Restaurant Industry: The Moderating Roles of Restaurant Type and Failure Severity*. 2018 Annual ICHRIE Summer Conference & Marketplace*, Palm Springs, CA. July 2018. Academic Oral Presentation.

**Zou, S.S.,** Tan, K., & Li, X. (2018). Mobile versus PC: Does Device Type Affect Online Survey Response Quality for Tourism Research? *Travel and Tourism Research Association Annual Conference,* Miami, FL. June 2018. Academic Oral Presentation.

**Zou, S. S.,** & Petrick, J.F. (2018). Testing the Effectiveness of Price Framing on Tourists’ Perceptions of Dual Pricing: An Application of Prospect Theory. *West Federation CHRIE Regional Conference*, Denver, CO. Feb 2018. Academic Oral Presentation.

**Zou, S. S.,** & Petrick, J.F. (2016). Why don’t you cruise? Segmenting Chinese Tourists with Perceived Constraints. *The 2nd Global Tourism & Hospitality Conference,* Hong Kong, China, May 2016. Academic Oral Presentation.

Durko, A. M., & **Zou, S. S.** (2016). “Wechat”- We Learn- We Visit. Changing Perceptions and Enhancing Visit and Study Abroad Intentions between the US and China. *The 2nd Global Tourism & Hospitality Conference,* Hong Kong, China, May 2016. Academic Oral Presentation.

**Zou, S. S.,** & Petrick, J.F. (2015). Chinese Tourists’ Images and Constraints towards Cruising. *Travel and Tourism Research Association Annual Conference,* Portland, OR, June 2015. Academic Oral Presentation.

Technical Reports

He, Z., **Zou, S.S.,** Tan, K., Hu, X., Li, X., & Yang, Y. (ongoing). Interim report: Online Focus Group and Wave 1 Study. Report for Destination Canada/Canadian Tourism Commission.

**Zou, S.S.,** Li. X., & Yang, Y. (2018). Oregon Outdoor Recreation Economic Impact Literature Review Report. Report for Travel Oregon/Oregon Tourism Commission.

**Zou, S.S.,** Tan, K., Hu, X., Li, X., & Yang, Y. (2018). Online Facebook Focus Group Executive Summary. Report for Destination Canada/Canadian Tourism Commission.

Li, X., Yang, Y., **Zou, S.S.,** Tan, K., Liu, H., He, Z., Wang, Y., Hu, X., Tang, P., & Sasikumar, S. (2017). U.S. Travelers’ Intentions in Visiting China. Report for the China National Tourist Administration, Los Angeles Office**.**

**Zou, S.S.,** Burns, J., Hogenson, S., & Skelly, A. (2013). *Event Attendees’ Behavior and Satisfaction.* Report for the National Cherry Blossom Festival, Inc.

**Zou, S.S.,** Gan, W., Xu, X., Hu, Q., Deng, J., & Hu. Y. (2012). *The* *Attitude of Xiguan Residents towards Conservation of Xiguan Community*. Report for Sun Yat-Sen University.

Invited Talks and Webinars

Kono, S., **Zou, S.S.**, Sene-Harper, A., Tablot, A., Lopez, K., & Queiroz, A. (2021, March). The future of leisure studies: Early Career Researcher Perspectives. *Panel presented in a webinar organized by the Global Relevance Committee of the Academy of Leisure Sciences.*

**Zou, S. S.** (2018, March). Price Framing in Tourism and Recreation: An Application of Prospect Theory. *Invited talk at the School of Sport, Tourism and Hospitality Management, Temple University, Philadelphia, PA.*

**Zou, S. S.** (2017, February). Let’s publish not perish. *Invited presentation at Texas A&M University RPTS Graduate Student Seminar, College Station, TX*.

**Zou, S. S.,** & Scott, D. (2017, January). Constraints to Serious Basketball Participation among Chinese American Women. *Invited presentation at Texas A&M University Student Recreation Center, College Station, TX. Presentation to directors of Students Recreation Center at Texas A&M University.*

**Zou, S. S.,** & Scott, D. (2016, March). Constraints to Serious Basketball Participation among Chinese American Women. *Invited presentation at Texas A&M University RPTS Graduate Student Seminar, College Station, TX.*

Invited Lectures

**Zou, S.S.** (2021, March). Careers in Tourism and Marketing in RST. *Invited lecture for UIUC RST 101* *Orientation in Recreation, Sport and Tourism.*

**Zou, S.S.** (2020, November). American Culture and Social Norms. *Invited lecture at Shan’xi Normal University, Xi’an, China*.

**Zou, S.S.** (2020, September). Impacts of Fee on Access to Park & Recreation. *Invited lecture for UIUC RST 502 Critical Issues in Recreation*.

**Zou, S.S.** (2020, August). Careers in Tourism. *Invited lecture for UIUC RST 101 Orientation in Recreation, Sport and Tourism*.

**Zou, S.S**. (2020, January). Old and New Cultures of China: A Tourism Perspective. *Invited lecture at Franklin College, Franklin, IN.*

Shinew, K., Stodolska, M., **Zou, S.S.,** & Wealth-Peachy, J. (November 20, 2019). Doing a Manuscript Review for a Journal. *Invited panelist for UIUC RST 590 Doctoral Research Seminar*.

## Grants and Funding

Grant Proposal Under Review

Funded Internal Grants

**Zou, S. S**. (Co-PI), Soulard, J. (Co-PI), Russell, J. (Co-PI), Payne, L. (Co-Investigator), Santos, C. (Co-Investigator), & Martinez, C. (Co-Investigator). *I-Rural: Reimagining Illinois Rural Tourism through Community and Extension Collaboration*. University of Illinois Extension, Extension Collaboration Grants. Amount awarded: $59,590.

**Zou, S. S**. (PI) & Stewart, W. (Co-PI) (2020-2022). *Determinants of Reference Price for National Park Entrance Fees: Seeking an Efficient and Equitable Fee Structure*. UIUC Campus Research Board. Amount awarded: $29,664.

**Zou, S. S**. (PI) & Stewart, W. (Co-PI) (2020-2022). *Exploring an Efficient and Equitable Entrance Fee for Public Lands: A Community-based Investigation in the Indiana Dunes National Park*. UIUC AHS Center for Health, Aging and Disability Pilot Grant. Amount awarded: $21,699.

Migacz, S. (PI) & **Zou, S. S**. (Co-PI) (2017 – 2018). *Examining restaurant service recovery strategies*. Department of Recreation, Park and Tourism Sciences, Texas A&M University. Total Amount Funded: $ 300.

**Zou, S. S**. (Co-PI) (2013 – 2014). “Examining Chinese Tourists’ Images and Constraints towards Cruising”. Department of Recreation, Park and Tourism Sciences, Texas A&M University. Total Amount Funded: $750.

Funded External Grants

**Destination Canada/Canadian Tourism Commission**. The Role of Destination Brand Equity in Travelers’ Path to Purchase (2018 - 2019). *Role: Co-PI*. Amount awarded: CAD$ 129,637 (about USD$ 101,016). *Competitive.*

**Travel Oregon/Oregon Tourism Commission**. Outdoor Recreation Economic Impact Literature Review (April-August 2018). *Role: PI*. Amount awarded: $11,500. *Competitive*.

**Monitoring Center for UNWTO Sustainable Tourism Observatories (MCSTO)**. (July 2017 – present). *Role: PI*. Proposal submitted for a research project on examining the role of cultures in revenue management*.* Total Amount funded: $ 3,000.

Unfunded Grant Proposal

Yang, Y. (PI), Li, X. (Co-Pi), & **Zou, S.S.** (Co-Pi). (2019-2020). *Oregon Outdoor Recreation Economic Impact Study* ($70,000), Grant Proposal submitted to Travel Oregon. unfunded.

# Teaching

**University of Illinois at Urbana-Champaign**

Assistant Professor

* RST 515 Marketing in Recreation, Sport and Tourism Spring 2021
* RST 325 Marketing in Recreation, Sport and Tourism 2019 – 2021

**San Francisco State University** Fall 2018, Spring 2019

*Visiting Professor*

* RPT 500 Organization and Administration of Recreation, Parks and Tourism

**Temple University** Fall 2017,Spring 2018

*Guest Lecturer*

* STHM 2311 Global Issues in Tourism and Hospitality
* STHM 4397 Designing Tourism Experiences

**Texas A&M University** Spring 2016, Summer 2017

*Instructor of Record (Online Courses)*

* RPTS 423 Tourism Management (enrollment: 31 students)
* RPTS 331 Tourism Marketing (enrollment: 39 students)

**Texas A&M University** Spring 2017

*Instructor of Record*

* RPTS 423 Tourism Management (enrollment: 51 students)

**Texas A&M University** Fall 2014 - Fall 2016

*Teaching Assistant*

* RPTS 331 Tourism Marketing – Fall 2014, Spring & Fall 2015, Fall 2016
* RPTS 300 Destination and Attraction Management (field-based class) – Summer 2015, Summer 2017

**Sun Yat-Sen University** Aug 2010 – Sep 2011

*Undergraduate Advisor*

## TEACHING GRANT

Center for the Integration of Research, Teaching and Learning (CIRTL). Teaching as Research (TAR) fellow program. Role: TAR Fellow. Amount awarded $700. (awarded but did not receive due to early graduation).

# Service

***Editorial Activities***

## Editorial Board

* Leisure/Loisir (2020 – present), Associate Editor
* Event Management (2019 – present), Associate Editor

## Ad-Hoc Review

Refereed Journals

* Annals of Tourism Research
* International Journal of Hospitality Management
* Journal of Sustainable Tourism
* Tourism Analysis
* International Journal of Tourism Research
* Tourism Review International
* Journal of Leisure Research
* Field Methods
* Asia Pacific Journal of Marketing and Logistics
* Internet Research

Refereed Conferences

* The Academy of Leisure Sciences Annual Conference on Research and Teaching
* Building Excellence in Sustainable Tourism Education Network (BEST EN) Think Tank XIX
* Travel and Tourism Research Association International Annual Conference
* Graduate Conference of Hospitality and Tourism
* West Federation Council on Hotel, Restaurant, and institutional Education

***Public Service/Engagement***

* April 2020 Interviewed and quoted by Jacob Sanders, Wallethub.com on States Hit Hardest by COVID-19’s Impact on Tourism (<https://wallethub.com/edu/states-hit-hardest-by-covid-impact-on-tourism/72974/#expert=suiwen-sharon-zou>)
* January 2021 Interviewed by Tim Shelley, WCBU 89.9FM Peoria Public Radio on the I-Rural Tourism project in Havana, IL (<https://www.peoriapublicradio.org/post/havana-looks-reinvent-itself-outdoor-tourism-destination?fbclid=IwAR2cvl6DBog3c06_AQNkkHGQqx2GPv8_o9el_9C9CLnZYdIwhaKC5K12miU#stream/0>)

***University Service***

*AHS Educational Policy Committee –* committee member. University of Illinois at Urbana-Champaign, 2020-ongoing

*RST Graduate Committee –* committee member. University of Illinois at Urbana-Champaign, 2020-ongoing

*RST Undergraduate Committee –* committee member. University of Illinois at Urbana-Champaign, 2019-2020

*AHS Award Committee –* committee member. University of Illinois at Urbana-Champaign, 2019-2020

*Graduate Student* *Delegate,* Texas A&M University Graduate and Professional Students Council. Sept 2016 – August 2017.

*Graduate Student Representative,* Texas A&M University Department of Recreation, Park and Tourism Sciences. Sept 2015 – Aug 2016.