

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
Ph.D. Recreation, Park and Tourism Sciences | Aug 2017 |
| Texas A&M University, College Station, TX
M.S. Recreation, Park and Tourism Sciences | Aug 2014 |
| Sun Yat-Sen University, Guangzhou, Guangdong, China
B.A. Events and Tourism Management | Jul 2012 |

ACADEMIC APPOINTMENTS

- | | |
|---|---------------------|
| Assistant Professor
<i>Department of Recreation, Sport, and Tourism</i>
<i>University of Illinois at Urbana-Champaign</i>
<u>Academic affiliation:</u> <ul style="list-style-type: none">Center for East Asian & Pacific Studies, University of Illinois at Urbana-Champaign | Aug 2019 – present |
| Visiting Professor
<i>Department of Recreation, Park and Tourism</i>
<i>San Francisco State University, San Francisco CA</i> | Aug 2018 – Aug 2019 |
| Postdoctoral Fellow
<i>The U.S.-Asia Center for Tourism & Hospitality Research</i>
<i>School of Sport, Tourism and Hospitality Management</i>
<i>Temple University, Philadelphia PA</i> | Sep 2017 – Jul 2018 |

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>).
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. *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

Liu, J., **Zou, S.S.**, & Chen, M.J. (2021). Government Funding Allocations to Public-owned Attractions in China. *Paper accepted and will be presented at 2021 Travel and Tourism Research Association Annual International Conference*. Virtual conference. June 2021.

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 Guest 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

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 Reviewer**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
- Leisure Sciences
- 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.