Danni Sun

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Education

Sun Yat-sen University, Ph.D. in Business Administration	Sept 2020 – Expected July 2025
University of Queensland, visiting scholar	Nov 2023 – May 2024
Sun Yat-sen University, B.Mgt in Hospitality Management	Sept 2016 – July 2020

Research Interests

Cultural Tourism

Smart Tourism

Tourist Psychology and Behavior

Research Areas

Cultural Tourism

Theme A. Intangible Cultural Heritage: Investigating the pivotal roles of destination cultural capital, aesthetic servicescape, linguistic services, and alterreal authenticity through the post-postmodern lens in enhancing travel experiences

- From savoring past trips to craving future journeys: The role of destination cultural capital and enjoyable reminiscence. (Published in *Journal of Travel Research*)
- Craving alterreal authenticity through the post-postmodern lens: An experimental inquiry. (Published in *Tourism Management*)
- Do tourists prefer dialectal service? The role of processing fluency, distinctiveness, and cultural learning cues. (Conditionally accepted by *Journal of Travel Research*; minor revisions requested)

Theme B. Tangible Cultural Heritage: Exploring how metaverse travel and the avatarfie phenomenon are redefining the preservation and virtual experience of cultural heritage sites, offering a reality-transcending fantasy

- Avatarfie: A Digital Pilgrimage to Cultural Heritage. (Work in progress)

Smart Tourism

Theme A. GenAI Recommendation Acceptance: Examining the burgeoning impact of the word-of-machine on the formation of travel decisions and tourism experience, with a particular focus on the role of GenAI as a persuasive force from rational and emotional perspective

- Autonomous travel decision-making: An early glimpse into ChatGPT and generative AI. (Published in *Journal of Hospitality and Tourism Management*)
- When cutting edge meets silver tongue: Understanding the word-of-machine effect on tourism. (Under 2nd round review by *Tourism Management*)
- When GenAI tugs at heartstrings: The power of genre, emotion, and anthropomorphism in shaping recommendation appeal. (Work in progress)

Theme B. Hybrid Intelligence: Identifying the potential of GenAI to enhance employee psychological resilience and counteract the effects of customer mistreatment

- From stress to strength: How GenAI encourages employees to handle customer mistreatment. (Under 2nd round review by *Tourism Management*)

Publications

A. Accepted Publications:

Sun, D., Wong, I. A., Huang, G. I.*, Kim, J. H., & Liu, M. T. (2023). From savoring past trips to craving future journeys: The role of destination cultural capital and enjoyable reminiscence. *Journal of Travel Research*, DOI: 00472875231206546. (ABS 4, SSCI Q1)

Wong, I. A., **Sun, D.**, Xiong, X.*, & Li, X. (2023). Craving alterreal authenticity through the post-postmodern lens: An experimental inquiry. *Tourism Management*, *94*, 104654. (ABS 4, SSCI Q1)

Wong, I. A., Wan, Y. K. P., & **Sun, D.*** (2023). Understanding hospitality service aesthetics through the lens of aesthetic theory. *Journal of Hospitality Marketing & Management*, *32*(3), 410-444. (ABS 1, SSCI Q1)

Wong, I. A., Lian, Q. L.*, & **Sun, D.*** (2023). Autonomous travel decision-making: An early glimpse into ChatGPT and generative AI. *Journal of Hospitality and Tourism Management*, *56*, 253-263. (ABS 2, SSCI Q1)

Wong, I. A., Xiao, Y., Lin, Z.*, **Sun, D.**, Huang, J., & Liu, M. (2024). Smart hotels but not necessarily smart decisions: the smartness paradox. *International Journal of Contemporary Hospitality Management, 36* (10), 3378-3402. (ABS 3, SSCI Q1)

Fan Y., Wong, I. A., Leong, A. M. W.*, **Sun, D.** (2024). Destination avoidance and scale development: A mixed-methods approach. *Journal of Hospitality and Tourism Management*, *60,* 416-428. (ABS 2, SSCI Q1)

B. Under Review Papers:

Sun, D., Wong, I. A., Xiong, X*. (2024). When cutting edge meets silver tongue: Understanding the word-of-machine effect on travel decisions. *Tourism Management*. (ABS 4, SSCI Q1, under 2nd round review)

Xiong, X, **Sun, D.***.Wong, I. A. (2024). Do Tourists prefer dialectal service? The role of processing fluency, distinctiveness, and cultural learning cues. *Journal of Travel Research*. (ABS 4, SSCI Q1, conditionally accepted; minor revisions requested)

Huang. J. D., Wong, I. A., **Sun, D.***. (2024). From Stress to Strength: How GenAI encourages employees to handle customer mistreatment. *Tourism Management*. (ABS 4, SSCI Q1, under 2nd round review)

Wang, Y., Wong, I. A., **Sun, D.*** (2024). Quiet Quitting: A scale development among tourism/hospitality employees. *Journal of Hospitality Tourism Research*. (ABS 1, SSCI Q1, under 1st round review)

Wong, I. A., Zhang D. A*., Li Y. M., Huang, G. I., **Sun, D.**(2024). To change or not to change: understanding guest multi-sentiment response to hotel innovation. *Cornell Hospitality Quarterly*. (ABS 2, SSCI Q1, under 2nd round review)

Note: [*] denotes corresponding author

Works in Progress

Sun, D., Huang. G. I., Wong, I. A. When GenAI tugs at heartstrings: The power of genre, emotion, and anthropomorphism in shaping recommendation appeal. *Tourism Management*. (ABS 4, SSCI Q1)

Sun, D., Wong, I.A. Medal moments: Emotional arousal and the impact of AI endorser in Olympic gamified marketing. *Tourism Management.* (ABS 4, SSCI Q1)

Sun, D., Wong, I. A., Wang J. Song of the sirens: The paradox of artificial hallucination awareness. *Journal of Travel Research.* (ABS 4, SSCI Q1)

Sun, D., Wong, I.A. Revolutionizing AI influencer marketing: Embracing truth, goodness, and beauty. *Journal of Business Research.* (ABS 3, SSCI Q1)

Sun, D., Xiong, X., Wong, I. A. The paradox of selfie taking: Do tourists prefer selfie, toyfie or avatarfie? *Tourism Management.* (ABS 4, SSCI Q1)

Sun, D., Wong, I. A. Avatarfie: A Digital Pilgrimage to Cultural Heritage.*Tourism Management.* (ABS 4, SSCI Q1)

Sun, D. AI endorsement mastery: insights from the MATIC model. *Annals of Tourism Research.* (ABS 4, SSCI Q1)

Scholarships/Grants

Scholarships:

- The National Scholarship of China (Award ratio: 0.2%, 2024) — Recognized for academic excellence and outstanding contributions to research
- The First Prize Scholarship of Sun Yat-sen University (Awarded in 2024, 2023, 2022, 2020, 2018, 2017)
- Inspirational Excellence Scholarship of Sun Yat-sen University (Awarded in 2020)

Grants:

- Humanity and Social Sciences Foundation of Ministry of Education of China Grant (No. 22YJCZH141), participated
- Zhuhai Government-Planned Research Projects of Philosophy and Social Sciences (No. 2023YBB055), participated

Additional Experience

Industry Experience

Crowne Plaza Hotels & Resorts, Intern – Yangjiang, Guangdong   June 2017 – Aug 2017

- Worked in the Recreation Department, gaining hands-on experience in customer behavior, customer relationship management, and hospitality operations
- Assisted in daily operations, managed service bookings, and collaborated with engineering, achieving a 98% drop in maintenance-related guest complaints.

McDonald's, Intern – Zhaoqing, Guangdong   Jan 2017 – Mar 2017

- Served as a dedicated Intern at McDonald's, gaining hands-on experience in the daily operations of a foodservice business, including menu planning, inventory control, and order management.

Guandao Accounting Firm, HR Intern – Guangzhou, Guangdong   Sept 2019 – Aug 2020

- Gained comprehensive experience in human resources management, contributing to the strategic development and daily operations of the firm's HR functions.

Professional Experience

- **Quantitative Research Methods** (2024) Teaching assistant - STM, SYSU
- **Monitoring Centre for Sustainable Tourism Observatories of UN Tourism** (2019), Research assistant – Jiangmen, Guangdong
- **9th Research Methods Summer School for Research Students** (2024) , participant - SHTM, PolyU, Hongkong
- **Summer Exchange Program** (2018), participant - Rikkyo University, Japan

Conference Presentations

Sun, D. Wong, I. A., Xiong, X., Lian, Q. L., Huang J. D. (2024). Harnessing the power of AI recommendation: Language type as a moderator in the hospitality context? *The 20th Asia Pacific Forum for Graduate Students Research in Tourism (APF)*. **Best Paper Award**. *Phuket, Thailand.*

Sun, D., Wong, I. A., Xiong, X., & Lian, Q. L. (2023). Do tourists prefer dialectal service? Experimental evidence based on cultural learning theory. *The 5th International Tourism and Retail Service Management Conference (TRMC), Macau, China.*

Sun, D., Wong, I. A., Xiong, X., & Lian, Q. L. (2022). Do tourists prefer dialectal service? Experimental evidence based on cultural learning theory. *Inaugural Frontiers in Hospitality and Tourism Annual Research Symposium, Macau, China.*

Wong, I. A., **Sun, D.**, Lian, Q. L., Suo B., & Xiong, X. (2022). Craving alterreal authenticity through the post-postmodern lens: An experimental inquiry. *Pro.IEEE Tourism Tribune – China Tourism Research Annual Conference, Chengdu, China.*

Research Skills

Research Methods: Experiment, Survey, Interview, Big data

Languages

- **English:** Proficient, IELTS - Overall 7.0 (Listening: 6.5, Reading: 8.5, Writing: 6.0, Speaking: 6.0)
- **Mandarin:** Native Speaker

Computer: SPSS, AMOS, LISERL, Nvivo, Web Scraper

References

Prof. ShiNa LI (Ph.D. advisor)
School of Tourism Management, Sun Yat-Sen University, Zhuhai, Guangdong, China
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Prof. Jong-Hyeong Kim (Undergraduate advisor)
CRD, Hainan University/ASU Joint International Tourism College (HAITC), Hainan, China
Email: jong-hyeong.kim@asu.edu