



Name: Cheong Fan Title: Lecturer Office: O721 Tel.: 87961824

Email: fcheong@must.edu.mo



Academic Qualifications

Doctor of Philosophy in Tourism Management
Macau University of Science and Technology

Master of International Hospitality and Tourism Management

City University of Macau

Dachelor of International Tourism Management
Macau University of Science and Technology

Teaching Areas

Crisis and Conflict Management in the Service Industry

Enterprise Resource Planning

Communication Skills for Quality Service Provision

Cultural Industries: Marketing and Development

Intercultural Communication Introduction to Management

Museum, Exhibition and Collection Management

Areas of Research Expertise

Smart Tourism

Working Experience

01/2023 Lecturer

Macau University of Science and Technology

10/2021 Research Assistant

University of Macau

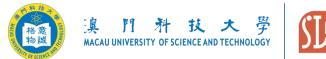
Publications

(Journal Articles)

Cheong, F., Luo, J. M., & Law, R. (2024). Fairness of Peer Review Systems in Hospitality and Tourism Journals. *Journal of China Tourism Research*, 1-18.

Cheong, F., & Law, R. (2023). Human employees versus robotic employees: Customers and hotel managers' perceived experience at unmanned smart hotels. *Cogent Social Sciences*, 9(1), 2202937.

Cheong, F., Huang, Q., Ye, H., & Law, R. (2023). Application and Consequences of Service Robots in Tourism and Hospitality Scenarios:





A Systematic Literature Review. *Journal of Quality Assurance in Hospitality & Tourism*, 1-23.

Cheong, F., & Law, R. (2022). Will Macau's restaurants survive or thrive after entering the O2O food delivery platform in the COVID-19 pandemic?. *International Journal of Environmental Research and Public Health*, 19(9), 5100.

Cheong, F., & Lee, Y. H. (2021). Developing an environmental management system for evaluating green casino hotels. *Sustainability*, *13*(14), 7825.

Editorial and Academic Service (Ad Hoc Reviewer)

Asia Pacific Journal of Tourism Research Journal of Hospitality & Tourism Research Journal of Quality Assurance in Hospitality & Tourism

Last Updated: <u>15/07/2025</u>