



**Name :** Cheong Fan  
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### Academic Qualifications

08/2021	Doctor of Philosophy in Tourism Management Macau University of Science and Technology
07/2017	Master of International Hospitality and Tourism Management City University of Macau
06/2015	Bachelor 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

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