

Dr Catherine Cheung

Associate Dean and Associate Professor
School of Hotel and Tourism Management
The Hong Kong Polytechnic University

Areas of Research Expertise

- Human Resources Management
- Service Quality
- Yield Management

Areas of Teaching Expertise

- Lodging Management
- Hotel Occupancy Forecasting and yield management
- Quantitative methods for Business
- Service Management
- Research Methods

Personal Introduction

Catherine Cheung PhD is Associate Professor and Associate Dean at School of Hotel and Tourism Management of the Hong Kong Polytechnic University and a specialist in the study of Hotel Management. She oversees quality assurance within the school and the school's efforts on internationalization. She is the Program Leader of the Master of Science (MSc) in Global Hospitality Business. Catherine holds a BA and MA degrees from Macquarie University in Australia and a PhD in research from the University of Strathclyde. She is a Certified Hospitality Educator awarded by the American Hotel and Lodging Association Educational Institute, and a Trainer for Certification in Hotel Industry Analytics (CHIA).

Catherine Cheung research interests are in the area of Hospitality Human Resources Management, Hospitality and Tourism Education, Service Quality and Revenue Management. She has authored and co-authored over 70 research papers and supervised over 12 Doctoral students to completion. She has been involved in consultancy projects for hotels, airlines, clubs and hospital in the areas of service quality and human resources management in Asia. She has numerous years of working experience in opening hotels in Hong Kong, Australia and Taipei.

Qualifications

[Academic qualifications]

- PhD (2006) University of Strathclyde, Glasgow, UK
- MA (1995) Macquarie University
- BA (1993) Macquarie University
- CHE (Certified Hospitality Educator)
- CHIA (Certified Hospitality Industry Analytics)

[Major Research Grants]

- Co-investigator of project titled "A Computer Based Accommodation Advisor" supported by FBIS at Hong Kong Polytechnic University in 1998.
- Principal Investigator of the project entitled "Visitors' Perception of Air Quality in Hong Kong", a survey project in the School of Hotel and Tourism Management in 1999.
- Project leader of project entitled "An Activity Based Segmentation Analysis of the Hong Kong Outbound Pleasure Travel Market" supported by the Departmental General Research Funds in 2000 to 2002.
- Co-Investigator of the project entitled "Information Search Behaviour of International Travellers", a survey project in the School of Hotel and Tourism Management in 2000.
- Principal Investigator of the project "Hotel Website Functionality Performance Measurement: A Multi-Criteria Decision Making Approach" submitted to CERG 2003-2006, and awarded as a "fundable" project. The project completed in 2006 with a rating of very satisfactory.
- Co-investigator of the project entitled "A Study of the Impact of the Severe Acute Respiratory Syndrome on Hotels in Hong Kong" 2003 to 2006.
- Principal Investigator of an Omnibus Survey project entitled "Air quality in Hong Kong: A study of the Perception of International Visitors" in 2003.
- Co-investigator of the project entitled "An International Comparison of Hotel Outsourcing Practices", a departmental research funded project in 2005 to 2007.
- Co-investigator of project entitled "Environmental Awareness and Tourism" in 2007 to 2009.
- Principal Investigator of a SRC project (internal grant) entitled "How Usable are Travel Websites in China?" 2007-2008.
- Principal Investigator of a SRC project (internal grant) entitled "Managerial Competencies for a Hotel Career in Hong Kong and Macau" 2007 to 2009.
- Co-investigator of project entitled "Is there a Problem on Food Wastage in Hong Kong Hotels?" 2008 to 2010.
- Principal Investigator of a SRC project (internal grant) entitled "What Factors affect Employees' Empowerment Practices in State-owned Hotels in China?" 2008 to 2011.
- Co-investigator of project entitled "Measuring Casino Equity and its Relationship with Firm Performance" 2008 to 2012.
- Principal Investigator of the Hong Kong Government University Grant Council funded CERG project "The Impact of Employees' Branding and Employees' Behaviour on Hotel Service Quality" 2009 to 2011.
- Principal Investigator of the project entitled "What is the Role of Organization in Supporting Employees' Career Competencies? A Career Management Study of International Branded Hotels in Hong Kong and Mainland China" 2010 to 2013.

- Principal Investigator of the Hong Kong Government University Grant Council funded GRF “Developing an Employees' Branding Scorecard to Measure Hotel Employees' Behaviours and Internal Branding” 2011 to 2013.
- Co-investigator of project entitled “Leading Asia's Tourism and Hospitality Sector: Boardroom Perspectives” 2014 to 2018.
- Co-investigator of project entitled “The Effects of Storytelling on Memorable Tourism Experiences” 2015 to 2018.
- Co-Investigator for the (UGC funded T&L project) Internationalization project; Fostering the integration of Local and Non-Local Students for the Enhancement with mainland China (UGC funded T&L project) (2016-2019 Triennium).
- Principal Investigator of the Departmental General Research Fund project entitled “Developing Post-Pandemic Recovery Marketing Strategies for Mainland China and The UK: An Empirical Study of The Effects of Cross-Country Difference and Cultural Orientation on Leisure Tourists' Intention to Visit COVID-19 Affected Tourist Destinations” 2020 to present.
- Principal Investigator of the University Teaching Development Grant (2019-2020) “Leveraging Cultural Intelligence and Emotional Intelligence to enhance the Learning Outcomes of the Undergraduate Degree Programmes” 2020 to present.
- Principal Investigator of the Funding for Strategic Plan Initiatives to Expand Research Elements in the Undergraduate Curriculum 2020-22 “Enhancing Research Education in the undergraduate Hotel Management, Tourism and Events Management Curriculum: A Longitudinal Investigation into Undergraduate Students' Research Experiences and Capabilities” 2021 to present.

Publications

[Scholarship and Publications]

- Journal Articles:

- Law R. and Cheung C. (2005). Benchmarking and Quantitative Evaluation of the Functionality Performance of Hotel Websites: A Study of the Hong Kong Special Administrative Region of China, *China Tourism Research*, Vol.1, 1, pp.101-115.
- Law R. and Cheung C. (2006). A Study of the Perceived Importance of the Overall Website Quality of Different Classes of Hotels. *International Journal of Hospitality Management*. Vol. 25, pp.525-531.
- Lo A., Cheung C. and Law R. (2006). The Survival of Hotels During Disaster: A Case Study of Hong Kong in 2003. *Asia Pacific Journal of Tourism Research*, Vol. 11, 1, pp. 65-79.
- Cheung C. and Law R. (2006). How can guests be protected during the occurrence of a tsunami? *Asia Pacific Journal of Tourism Research*. September, Vol. 11, 3, pp.289-296.
- Law R. and Cheung C. (2006). Air quality in Hong Kong: A Study of the Perception of International Visitors. *Journal of Sustainable Tourism*. Vol. 15, No. 4, pp.390-401.
- Cheung, C., & Law, R. (1998). Hospitality service quality and the role of performance appraisals. *Managing Service Quality*, 9 (6) pp 402-406.
- Law, R., & Cheung, C. (1998). Prospects of the Hong Kong Tourism Industry. *FIU Hospitality Review*, 16(2) pp 39-51.
- Cheung, C., & Law, R. (2001). Determinants of Tourism Hotel Expenditure in Hong Kong. *International Journal of Contemporary Hospitality Management*. 13(3), pp.151-158.

- Cheung, C., & Law, R. (2001). The Impact of Air Quality on Tourism: the case of Hong Kong, *Pacific Tourism Review*. 5, pp 67-72.
- Cheung C. & Law R. (2002). Virtual MICE Promotion: A Comparison of the Official Websites in Hong Kong and Singapore. *Journal of Convention & Exhibition Management*. 4(2), pp37-51.
- Law R. & Cheung C. (2002). A Computer Based Accommodation Advisor. *International Journal of Hospitality Information Technology*. In press.
- Lo, A., Cheung C. and Law R. (2004) Information Search Behavior of Mainland Chinese Air Travellers to Hong Kong, *Journal of Travel & Tourism Marketing*, Vol. 16, 1, pp. 41-49.
- Law R., HoD. & Cheung C. (2004). A Study of the Functionality of Hotel Websites in Mainland China and the United States, *Journal of Academy of Business and Economics*, Vol. 3, 1, pp.202-209.
- Law R., Cheung C. and Lo A. (2004). The Relevance of Profiling Travel Activities for Improving Destination Marketing Strategies, *International Journal of Contemporary Hospitality Management*, Vol. 16,6,pp.355-362.
- Law R. and Cheung C. (2005). Benchmarking and Quantitative Evaluation of the Functionality Performance of Hotel Websites: A Study of the Hong Kong Special Administrative Region of China, *China Tourism Research*, Vol.1, 1, pp.101-115.
- Law R. and Cheung C. (2006). A Study of the Perceived Importance of the Overall Website Quality of Different Classes of Hotels. *International Journal of Hospitality Management*. Vol. 25, pp.525-531.
- Lo A., Cheung C. and Law R. (2006). The Survival of Hotels During Disaster: A Case Study of Hong Kong in 2003. *Asia Pacific Journal of Tourism Research*, Vol. 11, 1, pp. 65-79.
- Cheung C. and Law R. (2006). How can guests be protected during the occurrence of a tsunami? *Asia Pacific Journal of Tourism Research*. September, Vol. 11, 3, pp.289-296.
- Law R. and Cheung C. (2007). Air quality in Hong Kong: A Study of the Perception of International Visitors. *Journal of Sustainable Tourism*. Vol. 15, No. 4, pp.390-401.
- Hu, T., Cheung, C. & Law, R. (2008). A Study of the Availability of China-based Travel Websites based on the investigation of Haikou Citizens. *Tourism Science*. 旅游科学. – in Chinese. 22 (4), pp.47-52.
- Kong, H.Y., Cheung, C. & Baum, T. (2009). Are Tour Guides in China ready for the Booming Tourism Industry? *Journal of China Tourism Research*. 5(1), pp.65-76.
- Kong, H.Y., Cheung, C. (2009). Hotel Development in China: A Review of the English Literature, *International Journal of Contemporary Hospitality Management*. 21(3), pp.341-355.
- Law, R., Cheung, C., & Hu, T. (2009). Analyzing the usability of travel websites in Hainan, China: The perspectives of e-buyers and e-lookers. *International Journal of Contemporary Hospitality Management*. 21(5), pp.619-626.
- Cheung, C., Hu, T., & Law, R. (2009). Does the Usability Experienced Performance of Travel Websites in China Meet Users' Expectation? *Asia Pacific Journal of Tourism Research*. 14(3), pp.255-266.
- Cheung, C. & Law, R. (2009). Have the Perceptions of the Successful Factors for Travel Web sites Changed over time? The case of Consumers in Hong Kong. *Journal of Hospitality and Tourism Research*. 33(3), pp.438-446.
- Kong, H.Y., Cheung, C. & Zhang, H.Q. (2010). Career Management Systems: What are China's State Owned Hotels practicing? *International Journal of Contemporary Hospitality Management*. 22 (4), pp.467-482.
- McKercher, B., Prideaux, B., Cheung, C., & Law, R. (2010). Achieving Voluntary Reductions in the Carbon Footprint of Tourism and Climate Change. *Journal of*

Sustainable Tourism. 18 (3), pp.297-317.

- Tsai, H., Cheung, C. & Lo, A. (2010). An Exploratory Study of The Relationship between Customer-based Casino Brand Equity and Firm Performance. *International Journal of Hospitality Management*. 29, pp.754-757.
- Yang, H.J. & Cheung, C. (2010). A Review of English Literature on Ecotourism Research in China. *Journal of China Tourism Research*. 6, pp.370-382.
- Song, H.Q. & Cheung, C. (2010). Attributes Affecting the Level of Tourist Satisfaction with and Loyalty towards Theatrical Performance in China: Evidence from a Qualitative Study. *International Journal of Tourism Research*. 12 (6), pp.665-679.
- Cheung, C., Law, R. & He, K. (2010). Essential Hotel Managerial Competencies for Graduate Students. *Journal of Hospitality and Tourism Education*. 22(4), pp.25-32.
- Song, H.Q. & Cheung C. (2010). Factors Affecting Tourist Satisfaction with Theatrical Performances: A Case-study of the Romance of The Song Dynasty in Hangzhou, China. *Journal of Travel and Tourism Marketing*. 27 (7), pp.708-722.
- Kong, H., Cheung, C. & Song, H. (2011). Hotel career management in China: Developing a measurement scale. *International Journal of Hospitality Management*. 30, pp.112-118.
- Lo, A., Cheung, C. & Law, R. (2011). Hong Kong Residents' Adoption of Risk Reduction in Leisure Travel. *Journal of Travel and Tourism Marketing*. 28, pp.240-260.
- Lo, I.S., McKercher, B., Lo, A., Cheung, C. & Law, R. (2011). Tourism and online photography. *Tourism Management*, 32(4), pp. 725-731.
- Mackenzie, M., Cheung, C. & Law, R. (2011). The Response of Hotels to Increasing Food Costs due to Food Shortages. *Asia Pacific Journal of Tourism Research*, 16(4), pp. 395-416.
- Lo, A.S., Law, R. & Cheung, C. (2011). Segmenting Leisure Travelers by Risk Reduction Strategies. *Journal of Travel and Tourism Marketing*, 28(8), pp. 828-839.
- Siu, G., Cheung, C. & Law, R. (2012). Developing a conceptual framework for measuring future career intention of hotel interns. *Journal of Teaching in Travel and Tourism*. 12. pp.188-215.
- Cheung, C., Baum, T. & Wong, A. (2012). Relocating Empowerment as a Management Concept for Asia. *Journal of Business Research*. 65(1), pp.36-41.
- Chen, X.Y., Cheung, C. & Law, R. (2012). A Review of the Literature on Culture in Hotel Management Research: What is the Future? *International Journal of Hospitality Management*. 31(1), 52-65.
- Kong, H., Cheung, C. & Song, H. (2012). From Hotel Career Management to Employees' Career Satisfaction: The Mediating Effect of Career Competency. *International Journal of Hospitality Management*. 31(1), 76-85.
- Law, R., Leung, D. & Cheung, C. (2012). A Systematic review, Analysis, and Evaluation of Research Articles in the Cornell Hospitality Quarterly. *Cornell Hospitality Quarterly*, 53(4), pp.365-381.
- Song, H. & Cheung, C. (2012). What Makes Theatrical Performances Successful in China's Tourism Industry? *Journal of China Tourism Research*, 8(2), pp. 159-173.
- Yan, H. & Cheung, C. (2012). What types of experiential learning activities can engage hospitality students in China? *Journal of Hospitality and Tourism Education*, 24(2-3), pp. 21-27.
- Kong, H., Cheung, C. & Song, H. (2012). Determinants and outcome of career competencies: Perspectives of hotel managers in China. *International Journal of Hospitality Management*, 31(3), pp. 712-719.
- Lo, A., Tsai, H. & Cheung, C. (2013). Service Quality of Casinos in Macau: From the Mainland Chinese Perspective. *Journal of China Tourism Research*, 9(1), pp. 94-114.

- Tsai, H., Lo, A. & Cheung, C. (2013). Measuring Customer-Based Casino Brand Equity and its Consequences. *Journal of Travel and Tourism Marketing*, 30(8), pp. 806-824.
- Cheung, C., Kong, H. & Song, H. (2014). How to influence hospitality employee perceptions on hotel brand performance? *International Journal of Contemporary Hospitality Management*, 26(8), pp. 1162-1178.
- Yang, H. & Cheung, C. (2014). Towards an Understanding of Experiential Learning in China's Hospitality Education. *Journal of China Tourism Research*, 10(2), pp. 222-235.
- Nguyen, T.H.H. & Cheung, C. (2014). The classification of heritage tourists: A case of Hue City, Vietnam. *Journal of Heritage Tourism*, 9(1), pp. 35-50.
- Sucher, W. & Cheung, C. (2015). The relationship between hotel employees' cross-cultural competency and team performance in multi-national hotel companies. *International Journal of Hospitality Management*, 49, pp. 93-104.
- Yang, H., Cheung, C. & Fang, C.C. (2015). An Empirical Study of Hospitality Employability Skills: Perceptions of Entry-Level Hotel Staff in China. *Journal of Hospitality and Tourism Education*, 27(4), pp. 161-170.
- Cheung, C., Baum, T. & Passalaris, G. (2016). Empowerment of women in the tourism and hospitality industry in Asia. *Empowerment: Cross-Cultural Perspectives, Strategies and Psychological Benefits*, pp. 61-70.
- Baum, T., Cheung, C., Kong, H., Kralj, A., Mooney, S., Thi Thanh, H.N., Ramachandran, S., Ružic, M.D., Siow, M.L. (2016). Sustainability and the tourism and hospitality workforce: A thematic analysis. *Sustainability (Switzerland)*, 8(8), 809.
- Nguyen, T.H.H. & Cheung, C. (2016). Toward an Understanding of Tourists' Authentic Heritage Experiences: Evidence from Hong Kong. *Journal of Travel and Tourism Marketing*, 33(7), pp. 999-1010.
- Yang, H., Cheung, C. & Song, H. (2016). Enhancing the learning and employability of hospitality graduates in China. *Journal of Hospitality, Leisure, Sport and Tourism Education*, 19, pp. 85-96.
- Nguyen, T.H.H. & Cheung, C. (2016). Chinese heritage tourists to heritage sites: what are the effects of heritage motivation and perceived authenticity on satisfaction? *Asia Pacific Journal of Tourism Research*, 21(11), pp. 1155-1168.
- Chau, S. & Cheung, C. (2017). "Bringing Life to Learning": A Study of Active Learning in Hospitality Education. *Asia-Pacific Education Researcher*, 26(3-4), pp. 127-136.
- Cheung, C. & Baum, T. (2018). How to develop hotel brand internalization among hotel employees. *Handbook of Human Resource Management in the Tourism and Hospitality Industries*, pp. 104-128.
- Cheung, C., King, B. & Wong, A. (2018). What does the Industry need to know about Chinese Hospitality Leadership? *Journal of China Tourism Research*, 14(2), pp. 177-192.
- Zhang, T., Cheung, C. & Law, R. (2018). Functionality Evaluation for Destination Marketing Websites in Smart Tourism Cities. *Journal of China Tourism Research*, 14(3), pp. 263-278.
- Cheung, C., Baum, T. & Hsueh, A. (2018). Workplace sexual harassment: exploring the experience of tour leaders in an Asian context. *Current Issues in Tourism*, 21(13), pp. 1468-1485.
- Yim, F., Cheung, C. & Baum, T. (2018). Gender and Emotion in Tourism: Do Men and Women Tour Leaders Differ in Their Performance of Emotional Labor? *Journal of China Tourism Research*, 4(4), pp. 405-427.
- Chau, S. & Cheung, C. (2018). Academic satisfaction with hospitality and tourism education in Macao: the influence of active learning, academic motivation, and student engagement. *Asia Pacific Journal of Education*, 38(4), pp. 473-487.

- Tung, V.W.S., Cheung, C. & Law, R. (2018). Does the Listener Matter? The Effects of Capitalization on Storytellers' Evaluations of Travel Memories. *Journal of Travel Research*, 57(8), pp. 1133-1145.
- Lam, R., Cheung, C. & Lugosi, P. (2020). The Impacts of Cultural and Emotional Intelligence on Hotel Guest Satisfaction: Asian and Non-Asian Perceptions of Staff Capabilities. *Journal of China Tourism Research*, 17(3), pp. 455–477.
- Yang, H., Cheung, C. & Li, W. (2020). Intercultural Communication Competency Practices in the Hotel Industry. *Journal of China Tourism Research*. DOI: 10.1080/19388160.2020.1807432
- Goopio, J. and Cheung, C. (2020). The MOOC dropout phenomenon and retention strategies. *Journal of Teaching in Travel and Tourism*, 21(2), pp. 177–197.
- Cheung, C., Takashima, M., Choi, H., Yang, H. & Tung, V. (2021). The impact of COVID-19 pandemic on the psychological needs of tourists: implications for the travel and tourism industry. *Journal of Travel and Tourism Marketing*, 38(2), pp. 155–166.
- Yang, H., Song, H., Cheung, C. & Guan, J. (2021). How to enhance hotel guests' acceptance and experience of smart hotel technology: An examination of visiting intentions. *International Journal of Hospitality Management*, DOI: 10.1016/j.ijhm.2021.103000.

- Trade Magazines:

- Cheung C. & Law R. (2000). Visitor's perception of Air Quality in Hong Kong. *The Voice of TIC*, 3, pp 22-24.
- Cheung C., Lo A. & Law R. (2002). Activities Preferred by Hong Kong Outbound Travellers. *The Voice of TIC*, 1, pp 26-29.
- Rob L. & Cheung C. (2003) *Yielding to Success*. *Asian Hotel and Catering Times*, 28, March, pp 18-19.

- Book:

- King, B.E.M., Wong, A. & Cheung, C. (2021). Strategic perspectives from hospitality leaders. China Tourism Press, China.

- Book Chapters:

- Cheung C. & Yeung S. (1996). The Opening of the Seaview Hotel in Taiwan. *Hong Kong Management Cases in Hotel Management*. The Management Development Centre of Hong Kong, The Chinese University Press, pp105-112.
- Yeung S. & Cheung C. (1996). The Airport Limousine Team of Crown Hotel. *Hong Kong Management Cases in Hotel Management*. The Management Development Centre of Hong Kong, The Chinese University Press, pp 99-104.
- Leung P. & Cheung C. (1996). The Star Chain. *Hong Kong Management Cases in Hotel Management*. The Management Development Centre of Hong Kong, The Chinese University Press, pp 113-118.
- Law R. & Cheung C. (2005). Weighing of Hotel Website Dimensions and Attributes in Frew A.J. (ed.) *Proceedings of the International Conference on Information and Communication Technologies in Tourism 2005*, SpringerWien New York, pp.350-359.
- Law, R. & Cheung C. (2008). Analysing China-based Hotel Websites. In Suteeshna Babu, S, Sitikantha Mishra, Bivraj Bhusan Parida (ed.) *Tourism Development Revisited: Concepts, Issues and Paradigms*. New Delhi: Response Books, India, pp.273-284. ISBN 9780761936336

- Conference Papers:

- Cheung C. & Law R. (1998). Hospitality Service Quality and the role of Performance Appraisals in Ho, S. (ed.) Proceedings of the Third International Conference on ISO9000 & TQM, The Baptist University, pp 505-509.
- Law R. & Cheung C. (2001). A Computer Based Accommodation Advisor in Sheldon P. et al (ed.) Proceedings of the Eighth International Conference on Information and Communication Technologies in Tourism 2001, Springer Wien New York, pp.368-376.
- Cheung C., Lo, A. & Law R. (2001). An Activity Based Segmentation Analysis of the Hong Kong Outbound Pleasure Travel Market in Gatchalian C. et al (ed.) Proceedings of the Asia Pacific Tourism Association 7th Annual Conference on Mix, Match and Move: Shaping the Future of Tourism, pp 273-276.
- Lo, A., Cheung C. & Law R. (2001). Information Search Behaviour of Hong Kong's Inbound Travellers in Gatchalian C. et al (ed.) Proceedings of the Asia Pacific Tourism Association 7th Annual Conference on Mix, Match and Move: Shaping the Future of Tourism, pp 373-376.
- Cheung C. (2002). Performance Appraisals In Hotels: The Impact of Employee Performance and Customer Experience on Improving Service Quality in Lu C.C. et al (ed.) Proceedings of the Asia Pacific Tourism Association 8th Annual Conference on Tourism Development in the Asia Pacific Region: Worldwide Views and multidimensional Perspectives, Vol.1, pp122-128.
- Lo A., Cheung C. & Law R. (2002). The Information Search Behaviour of Mainland Chinese Travellers to Hong Kong in Lu C.C. et al (ed.) Proceedings of the Asia Pacific Tourism Association Development in the Asia Pacific Region: Worldwide Views and Multidimensional Perspectives, Vol. 2, pp 499-504.
- Cheung C. & Law R. (2003). A Study of Online MICE Promotion on Hong Kong and Singapore's Official Web Sites. Proceedings of the Asia Pacific Tourism Association 9th Annual Conference on Current Research - Future Strategies, Bridging Uncertainty, pp 82-89.
- Cheung C. & Yeung S. (2003). Evaluating the Perceptions of Mainland Chinese Travelers towards the Service Behaviour of Hong Kong Hotel Front Line Staff. Proceedings of the Asia Pacific Tourism Association 9th Annual Conference on Current Research - Future Strategies, Bridging Uncertainty, pp.90-103.
- Cheung C., Nickson D. & Lam T. (2004). A Model of Hospitality Performance Appraisal in a total Quality Management Environment. Proceedings of Tourism State of the Art 11 Conference in CD format, The Scottish Hotel School, Glasgow, UK.
- Cheung, C. & Law, R. (2008). Managerial Competencies for a Hotel Career in Hong Kong and Macau. 6th APacCHRIE Conference and the ICE Panel of Experts Forum, *Conference Proceedings in CD format*, Perth, Western Australia, 21-24 May 2008.
- Yang, H.J. & Cheung, C. (2008). Research Progress on Ecotourism in China: a Preliminary study. Fifth China Tourism Forum. *Conference Proceedings in CD format*. Huangshan, Anhui province, 13-14 December 2008.
- McKenzie, M., Cheung, C. & Law, R. (2008). How have Hotels in Hong Kong Respond to High Food Costs and Global Food Shortages? Fifth China Tourism Forum. *Conference Proceedings in CD format*. Huangshan, Anhui province, 13-14 December 2008.
- Cheung, C. & Hung Y.N. (2009). Past visits and the intention to revisit the Hong Kong Disneyland. 15th Asia Pacific Tourism Association Annual Conference. *Conference Proceedings in CD format*. Incheon, Korea, July 9-12, 2009.
- Cheung, C., Law, R. & Kong, H. (2009). How does employees' branding and employees' behaviour influence hotel service quality? Bridging the visions of

hospitality and tourism education worldwide. *2009 International CHRIE Conference*. San Francisco, California, USA, 29 July – 1 August 2009. Published by ScholarWorks@UMass Amherst, 2009. Retrieved from <http://scholarworks.umass.edu/refereed/Sessions/Friday/23/>

- Yang, H. & Cheung, C. (2013). An Empirical Study of Hospitality Employability Skills: A Case Study of Hotel Entry Level Employees in China. The 6th International Conference on Services Management, Cyprus, 24-25 June 2013. **This paper won the best paper award at the conference.**
- Lam, R. & Cheung C. (2018). Towards an understanding of cultural intelligent behaviour of hotel service employees. The 2018 Pan Asia International Tourism Conference, Seoul, Korea, 4-5 July 2018. **This paper won the best paper award (Bronze) at the conference.**
- Cheung C. (2019). What Stage is the Smart Hotel Room Technology Adoption among Hong Kong hotels? SMART Conference, Orlando, USA, 1-4 May 2019.
- Cheung, C., Takashima, M., Choi, H.J., Yang H. & Tung, V. (2020). The Psychological Needs of Travellers Affected by COVID-19 Outbreak from the Perspective of the Existence, Relatedness and Growth (ERG) Theory. IMPACT 2020, Hong Kong, 30 October 2020.

Consultancies

- "A Service Plus" training workshop was provided to the airport and reservation staff of the Korean Airlines in Hong Kong in June 1996.
- "A Service Plus" training workshop was provided to the staff of the Singapore Management Consultants (Hong Kong) Limited in November 1995.
- The Etiquette workshop for Good Hope School in Jan. & Aug. 2002, Jan. 2003, Jan. 2004
- Table Manners courses conducted to Gigamind International Kindergarten and Yew Chung Kindergarten in 2001 and 2002
- "Hotel Yield Management Seminar" provided to the members of the Guam Hotel and Restaurant Association on 15th October 2002 in Guam, USA. The seminar provided hoteliers in Guam with a clear understanding of the root concept of Yield Management. The strategies and the techniques used to implement the Yield Management concept were discussed in the seminar.
- Consultancy project for UNWTO Guilin Institute of Tourism, focus on developing hospitality management curriculum and training to the teachers 2007-2008.