

Ah Heung Elaine Chan
Division of Business and Hospitality Management (BHM)
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Qualifications

Doctorate, Doctorate in Business Administration, Heriot-Watt University
Master, Master of Philosophy (Hospitality and Tourism Management) - SHTM, The Hong Kong Polytechnic University
Bachelor, BA (Hons) in Tourism Management (1st Class Honours), The Hong Kong Polytechnic University

Research outputs

Does institution support matter? Blended learning approach in the higher education sector

Wut, T. M., Shun-mun Wong, H., Ka-man Sum, C. & Ah-heung Chan, E., 2024, (Accepted/In press) In: Education and Information Technologies.

Dine In or Takeaway? New Normal or Back to Normal for Young Consumers?

Chan, A. H. E., Cheung, C. T. Y., Lit, K. K. & Law, M. T. F., 9 May 2023, (Submitted) 32 p.

Higher Education Students' Perceptions towards Future Tourism in Hong Kong

Chan, A. H. E., 28 Mar 2023.

Examining purchase intention for luxury fashion: integrating theory of reasoned action, with affect-behavior-cognition (ABC) model, identity and social identity theories

Lau, M. M., Ng, P. M. L., Chan, A. H. E. & Cheung, C. T. Y., 2 Jan 2023, In: Young Consumers. 24, 1, p. 114-131 18 p., ISSN 1747-3616.

The feasibility of developing museum tourism in Hong Kong

Cheung, N. M. & Chan, A. H. E., May 2022, (Accepted/In press).

Dietary behavioral changes during the coronavirus pandemic restrictions in Hong Kong

Law, T. F. M. & Chan, A. H. E., 2022, (Accepted/In press).

Guests' perceptions towards adoption of smart technology in Hong Kong hotels

Tsui, C. L. & Chan, A. H. E., 2021.

How technology enhances the experience of traveling in the area of accessible tourism

Wong, K. Y. & Chan, A. H. E., 2021.

Residents' perceptions towards China inbound tourism in Hong Kong

Chan, A. H. E., 2020.

Residents' attitude towards Mainland visitors: A case study in Hong Kong

Law, F. & Chan, A. H. E., 2018.

Why travel to Olympics? Motivation of Hong Kong resident towards Tokyo 2020 Olympics Games

Lo, P. Y. & Chan, A. H. E., 2018.

Hong Kong's Destination Image in the Eyes of Residents

Xu, J., Hui, C. K. T. & Chan, E. A. H., 2 Oct 2015, In: Journal of China Tourism Research. 11, 4, p. 440-460 21 p.

Perceptions and barriers to cruise holidays: From the perspective of Mainland tourists'

Chan, A. H. E., Mak, B. & Pan, S., 2015.

Students' perception toward tourism and hospitality industry internship: The case of Hong Kong

Wong, W. T. & Chan, A. H. E., 2015.

The influence of electronic word-of-mouth on information adoption in online customer communities.

Chan, A. H. E. & Cheung, R., 2012.

Residents' perceptions towards Hong Kong Disneyland: A cluster analysis approach

Chan, A. H. E. & Ap, J., 2003.

Residents' perceptions towards Hong Kong Disneyland and its impacts: A social representations perspective

Chan, A. H. E. & Ap, J., 2003.

Residents' perceptions of the economic, social and environmental impacts of Hong Kong Disneyland

Chan, A. H. E., 2002.

Activities

Seminar for University students from Mainland China

Ah Heung Elaine Chan (Subject Proposer)

7 Aug 2023 → 11 Aug 2023

Virtual Teaching and Learning Innovation Expo in the Metaverse

Ah Heung Elaine Chan (Participant)

15 Jun 2023

CPCRCPR Research Seminar: Nurturing Self-directed Learners with Blended Learning: Why and How

Ah Heung Elaine Chan (Participant)

1 Jun 2023

Tips to become a wedding planner

Ah Heung Elaine Chan (Organiser)

29 May 2023

EDB Information Expo on Multiple Pathways 2023

Ah Heung Elaine Chan (Participant)

19 May 2023 → 20 May 2023

Research Seminar on Sustainability and its Application in Green Business

Ah Heung Elaine Chan (Participant)

19 May 2023

Research Seminar: Sustainability and its Application in Green Business

Ah Heung Elaine Chan (Participant)

19 May 2023

CPCE BHM research seminar: Modeling Theoretic Proposition

Ah Heung Elaine Chan (Participant)

3 May 2023

Hotel Visit - W Hotel

Ah Heung Elaine Chan (Organiser)
26 Apr 2023

Guest Lecture - The Journey of Business Matching Through MICE's Experience

Ah Heung Elaine Chan (Organiser)
25 Apr 2023

Guest Lecture - The Development and Implementation of Sustainable Hospitality Strategies in Royal Plaza Hotel

Ah Heung Elaine Chan (Organiser)
6 Apr 2023

香港大三本科入學講座(171位參加者)

Ah Heung Elaine Chan (Speaker) & Jing Bill Xu (Speaker)
3 Apr 2023

WIE in Hong Kong Sevens

Ah Heung Elaine Chan (Facilitator)
31 Mar 2023

HKU SPACE Information Day

Ah Heung Elaine Chan (Facilitator)
27 Mar 2023

Reviewer for The 9th Asian Conference on Education & International Development (ACEID2023)

Ah Heung Elaine Chan (Reviewer)
27 Mar 2023 → 30 Mar 2023

The 9th Asian Conference on Education & International Development (ACEID2023)

Ah Heung Elaine Chan (Session Chair)
27 Mar 2023 → 30 Mar 2023

The 9th Asian Conference on Education & International Development (ACEID2023)

Ah Heung Elaine Chan (Participant)
27 Mar 2023 → 30 Mar 2023

Site Visit to Ngong Ping 360

Ah Heung Elaine Chan (Participant)
25 Mar 2023

Familiarization Trip to HK Airport

Ah Heung Elaine Chan (Organiser)
21 Mar 2023

Articulation Talk for HKUSPACE AD/HD Students

Ah Heung Elaine Chan (Speaker)
20 Mar 2023

A Global Forum on the Role of Education in Supporting Students: Exploring Future Pathways

Ah Heung Elaine Chan (Participant)
15 Mar 2023

Hong Kong Inbound Tourist Association (HKITA)

Ah Heung Elaine Chan (Committee Member)

11 Mar 2023 → 31 Dec 2024

Management of HTM Scheme Social Media Platforms

Ah Heung Elaine Chan (Coordinator)

1 Mar 2023 → 31 Dec 2023

The 4th Live Matters Conference

Ah Heung Elaine Chan (Participant)

1 Mar 2023 → 2 Mar 2023

Articulation Talk for CUHKSCS AD students

Ah Heung Elaine Chan (Speaker)

20 Feb 2023

BHMS4676 Aviation Service Management - Subject Leadership

Ah Heung Elaine Chan (Subject Leader)

31 Jan 2023 → 15 Jun 2023

QESS Research Seminar: Effective Use of VR in Business and Tourism Education

Ah Heung Elaine Chan (Participant)

7 Dec 2022

Guest Lecture - Aviation Digital Marketing Tactics in Digital Age

Ah Heung Elaine Chan (Organiser)

28 Nov 2022

Guest Lecture - Career Development in MICE industry

Ah Heung Elaine Chan (Facilitator)

23 Nov 2022

Quality Incentive Scheme on Online Teaching: Sharing Sessions (CEE, RS and SHTM)

Ah Heung Elaine Chan (Participant)

21 Nov 2022

Research Centre for Green Business (RCGB) (External organisation)

Ah Heung Elaine Chan (Member)

18 Nov 2022

Guest Lecture - Marketing Nowadays in Hospitality Industry

Ah Heung Elaine Chan (Organiser)

31 Oct 2022

CPCECPR Quantitative Research Workshop: Learning How to Conduct Basic Statistical Analyses Using ANOVA on Educational Data

Ah Heung Elaine Chan (Participant)

6 Sept 2022

AD in Business (Tourism Management)

Ah Heung Elaine Chan (Academic Advisor)

1 Sept 2022 → 31 Aug 2023

BA (Hons) in Travel Industry Management

Ah Heung Elaine Chan (Academic Advisor)

1 Sept 2022 → 31 Aug 2023

BA (Hons) in Travel Industry Management

Ah Heung Elaine Chan (Award Leader)

1 Sept 2022 → 31 Dec 2023

SPOC Video Productions

Ah Heung Elaine Chan (Other)

5 Aug 2022

Articulation Talk for CUHKSCS AD students

Ah Heung Elaine Chan (Speaker)

5 May 2022

Guest Lecture - 20 New Things in MICE Industry

Ah Heung Elaine Chan (Chair)

28 Apr 2022

Using PowerPoint for effective teaching - Part 2

Ah Heung Elaine Chan (Participant)

28 Apr 2022

Guest Lecture - Managing the Covid-19 "Beast" & Implications for the Destination Management of Macao

Ah Heung Elaine Chan (Chair)

25 Apr 2022

Career Talk (Cathay Pacific Airways)

Ah Heung Elaine Chan (Chair)

23 Apr 2022

Using PowerPoint for effective teaching - Part I

Ah Heung Elaine Chan (Participant)

21 Apr 2022

Using Microsoft Teams for Collaborative Learning

Ah Heung Elaine Chan (Participant)

4 Apr 2022

Guest Lecture - Event Planning: Fantasy vs. Reality

Ah Heung Elaine Chan (Chair)

23 Feb 2022

Guest Lecture - Career Development In Event Industry

Ah Heung Elaine Chan (Chair)

22 Nov 2021

Guest Lecture - Challenges for Ngong Ping 360 under Covid-19

Ah Heung Elaine Chan (Chair)

22 Nov 2021

Tourism and Hospitality Research Workshop – AGENDA 2030 (Prof. Dimitrios Buhalis)
Ah Heung Elaine Chan (Participant)
7 Oct 2021

Academic Advisor to Associate Degree in Hospitality Management (HKCC)
Ah Heung Elaine Chan (Academic Advisor)
1 Sept 2021 → ...

AD in Business (Hospitality Management)
Ah Heung Elaine Chan (Academic Advisor)
1 Sept 2021 → 31 Aug 2023

Preparation of Competitive Grant Submissions and Implementation
Ah Heung Elaine Chan (Participant)
29 Jul 2021

The Future of MOOCs: Post-COVID Pandemic
Ah Heung Elaine Chan (Participant)
15 Jul 2021

Enneagram in Psychology Certification
Ah Heung Elaine Chan (Participant)
24 Jun 2021 → 25 Jun 2021

Time to Make a Decision - Your career in HTM!
Ah Heung Elaine Chan (Speaker)
19 Jun 2021

SPSS for Advanced Users
Ah Heung Elaine Chan (Participant)
15 Jun 2021

Effective Teaching Strategies in Online and Face-to-face Classes
Ah Heung Elaine Chan (Participant)
24 May 2021

CAHMR Methodology Workshop - The use of partial least squares structural equation modeling
Ah Heung Elaine Chan (Participant)
29 Apr 2021

Guest Lecture - Destination image of HK and Macau after Covid-19
Ah Heung Elaine Chan (Chair)
29 Apr 2021

Guest Lecture - 20 New Trends in MICE Industry
Ah Heung Elaine Chan (Chair)
7 Apr 2021

"Hong Kong Destination Challenge: Hospitality and Tourism – Trend and Development during the Pandemic Era"
Ah Heung Elaine Chan (Member of programme committee)
22 Feb 2021

Reviewer: Service Learning Subject
Ah Heung Chan (Participant), Pimtong Tavitiyaman (Participant) & Jing Xu (Participant)
2021 → 2023

CAHMR Methodology Workshop - Conceptual framework for using PLS-SEM in research

Ah Heung Elaine Chan (Participant)

11 Dec 2020

Affect & Leader - Member Exchange in the New Millennium: A State-of-the-Art Review and Guiding Framework

Ah Heung Elaine Chan (Participant)

10 Dec 2020

Destination marketing: The Chinese market's revival

Ah Heung Elaine Chan (Participant)

3 Dec 2020

Guest Lecture - Marketing Strategies of NP360 under Covid-19

Ah Heung Elaine Chan (Chair)

2 Dec 2020

Restarting tourism: Destination management and domestic tourism

Ah Heung Elaine Chan (Participant)

1 Dec 2020

How to promote leadership qualities in university students via a credit-bearing subject?

Ah Heung Elaine Chan (Participant)

21 Nov 2020

HKGCC Business Case Competition: Envisaging enhancements for the HKCEC

Ah Heung Elaine Chan (Participant)

1 Nov 2020 → 31 Dec 2020

APacCHRIE 2020

Ah Heung Elaine Chan (Participant)

27 Oct 2020 → 28 Oct 2020

Developing proposals for service-learning subjects

Ah Heung Elaine Chan (Participant)

19 Oct 2020

PLS-SEM by SmartPLS: A Quick Walkthrough

Ah Heung Elaine Chan (Participant)

30 Sept 2020

Online Teaching: Presence and Engagement

Ah Heung Elaine Chan (Speaker)

12 Aug 2020

Human resources management in the Post-Covid-19: Challenges and Opportunities

Ah Heung Elaine Chan (Participant)

30 Jul 2020

The impact of Covid-19 on hospitality education

Ah Heung Elaine Chan (Participant)

29 Jul 2020

Marketing strategies for the post-Covid-19 era

Ah Heung Elaine Chan (Participant)

28 Jul 2020

Destination management in the era of the new normal: Safety and security

Ah Heung Elaine Chan (Participant)

23 Jul 2020

Sustainable tourism policy and planning in the Post-Covid-19 era

Ah Heung Elaine Chan (Participant)

21 Jul 2020

Online Teaching (Part I: Presence and Engagement, Part II: Assessment, Feedback and Honestly)

Ah Heung Elaine Chan (Participant)

1 Jun 2020 → 28 Jun 2020

Recovering from Covid-19: Asian perspectives

Ah Heung Elaine Chan (Participant)

28 May 2020

Tourist stereotypes: Triggers and content by Prof Cathy Hsu

Ah Heung Elaine Chan (Participant)

24 Apr 2020

Strategies for Digital Marketing & Social Media Success

Ah Heung Elaine Chan (Participant)

27 May 2019

Tips to become a wedding planner

Ah Heung Elaine Chan (Chair)

29 Apr 2019

Familiarization tour in Hong Kong International Airport

Ah Heung Elaine Chan (Chair)

26 Mar 2019

Industrial Visit to Princess Cruise (Cunard)

Ah Heung Elaine Chan (Chair)

18 Mar 2019

BHMS4676 Aviation Service Management

Ah Heung Elaine Chan (Subject Proposer)

2019 → ...

The 16th Asia-Pacific CHRIE Conference in Guangzhou

Ah Heung Elaine Chan (Participant)

31 May 2018 → 2 Jun 2018

Guest Lecture - MICE New Trends

Ah Heung Elaine Chan (Chair)

10 Apr 2018

Fine-dining experience at Grand Hyatt Hotel

Ah Heung Elaine Chan (Chair)

16 Feb 2018

Managing Depression and Suicide Behaviors

Ah Heung Elaine Chan (Participant)
13 Dec 2017

Qualitative content analysis using NVivo

Ah Heung Elaine Chan (Participant)
1 Dec 2017

Guest Lecture - Myths in Sales and Marketing in HK Airlines

Ah Heung Elaine Chan (Chair)
24 Nov 2017

Guest Lecture - Tips in Organizing Events

Ah Heung Elaine Chan (Chair)
8 Nov 2017

Residents' perceptions to Hong Kong tourism development

Ah Heung Elaine Chan (Speaker)
31 Oct 2017

Academic Advisor to BATIM (Hons) Students at SPEED

Ah Heung Elaine Chan (Academic Advisor)
1 Sept 2017 → ...

Collaborated with HKIAA (Hong Kong International Aviation Academy) for a new elective BHMS4676 Aviation Service Management

Ah Heung Elaine Chan (Project Owner)
1 Sept 2017 → ...

Programme Planning Committee for BA (Hons) in Convention and Event Management (Event)

Ah Heung Elaine Chan (Member)
1 Jul 2017 → 30 Jun 2018

Structural Equation Modeling in H&T Research

Ah Heung Elaine Chan (Participant)
19 May 2016 → 20 May 2016

Planning Committee for Service-learning subject: Silver Wellness Tourism

Ah Heung Elaine Chan (Subject Proposer) & Pimtong Tavitiyaman (Subject Proposer)
1 May 2016 → 31 Jan 2017

Guest Talk on Event Management

Ah Heung Elaine Chan (Speaker)
25 Oct 2015

Course Developer for "Introduction to Event Management and Wedding Planning" (eligible for CEF)

Ah Heung Elaine Chan (Chair)
1 May 2015 → 31 Aug 2018

DSS Apprenticeship Program 2015

Ah Heung Elaine Chan (Advisor)
1 Apr 2015 → 31 May 2015

Professional Talk on “Creative Event Management and Wedding Planning”

Ah Heung Elaine Chan (Chair)
16 Oct 2014

Diploma for Tertiary Studies (Tourism and Hospitality)

Ah Heung Elaine Chan (External Examiner)
1 Sept 2012 → 31 Aug 2016

Higher Diploma in Tourism Management (Tourism Business)

Ah Heung Elaine Chan (External Examiner)
1 Sept 2012 → 31 Aug 2016

School Management Group (Event)

Ah Heung Elaine Chan (Member)
1 Sept 2012 → 31 Aug 2016

Applied Learning Course in Events Planning and Operation

Ah Heung Elaine Chan (External Examiner)
1 Sept 2010 → 31 Aug 2012

Project Yi Jin on Airlines Services, Wedding Planning and Cruise Service Operations

Ah Heung Elaine Chan (External Examiner)
1 Sept 2010 → 31 Aug 2015

BATIM Programme Upgrade and Revalidation (Event)

Ah Heung Elaine Chan (Chair)
1 Jul 2010 → 1 Jul 2012

Programme Planning Committee for BAHPM (Event)

Ah Heung Elaine Chan (Member)
1 Jan 2010 → 31 Dec 2010

Hong Kong Council for Accreditation of Academic & Vocational Qualifications (External organisation)

Ah Heung Elaine Chan (Member)
1 Jan 2009 → 31 Dec 2018

Sector Specialist for HKCAAVQ

Ah Heung Elaine Chan (Reviewer)
1 Jan 2009 → 31 Dec 2018

Award Leader for BA (Hons) in Travel Industry Management

Ah Heung Elaine Chan (Award Leader)
1 Sept 2007 → ...

Industrial Outreach Partner

Ah Heung Elaine Chan (Advisor)
1 Sept 2007 → ...

WIE Advisor

Ah Heung Elaine Chan (WIE Advisor)
1 Sept 2007 → 31 Aug 2016

Scout Association of Hong Kong - Leadership Training Institute (External organisation)

Ah Heung Elaine Chan (Member)

1 Jul 2007 → 30 Jun 2012

Associate Diploma in Travel and Tourism

Ah Heung Elaine Chan (External Examiner)

1 Sept 2005 → 31 Aug 2009

American Hotel and Lodging Educational Institute (External organisation)

Ah Heung Elaine Chan (Member)

29 Apr 2004 → 28 Apr 2009

Prizes

Long Service Award (15-Year Service)

Chan, Ah Heung Elaine (Recipient), 1 Aug 2019

Press/Media

PolyU SPEED collaborates with Lafayette Wedding to launch a new course in "Introduction to Event Management and Wedding Planning"

Ah Heung Elaine Chan

16/10/14

1 Media contribution

PolyU SPEED 課程統籌陳亞香與 Dr Pimtong Tavitiyaman 接受電視採訪 (金錢世界)

Ah Heung Elaine Chan & Pimtong Tavitiyaman

20/02/14

1 item of Media coverage

旅遊業前景樂觀 進修打好基礎助發展

Ah Heung Elaine Chan

14/03/08

1 item of Media coverage

進修有道：旅遊課+酒店科 就業添新裝備

Ah Heung Elaine Chan

20/01/12

1 item of Media coverage

Projects

Is Covid-19 an opportunity or threat to an 'Overtourism' destination?/CPCE Research Fund/BHM-2021-220(E)

Chan, A. H. E. & Ap, J.

23/11/21 → ...

Perceptions of Mainland Chinese tourists towards cruise holidays/CPCE Research Fund/SP-CHTM-2011-24(E)

Chan, A. H. E. & Mak, B.

1/11/11 → 1/11/13

Residents' perceptions towards tourism: A social representations' perspective and the Hong Kong experience

Chan, A. H. E.