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學歷

博士	酒店及旅遊管理	香港理工大學，中國香港
碩士	市場營銷管理學	香港理工大學，中國香港
學士	旅遊管理學士	斯特拉斯克來德大學，英國
高管行政領導發展	商學院研究生院	史丹福大學，美國

教學科目

人力資源管理
客戶關係管理

研究方向

消費者行為與行銷傳播
可持續性開發和產品
人力資源管理
科技與款待管理
旅遊交通

工作經驗

2023年至今	助理教授，課程主任，博雅學院，澳門科技大學，中國澳門
2015年-2023年	助理教授，國際旅遊與管理學院，澳門城市大學，中國澳門
2014年-2015年	客座講師，香港城市大學，中國香港
2011年-2015年	客座講師，香港理工大學專進修學院，中國香港

業界經驗

Abercrombie and Kent Travel
香港國泰航空

專業學會資格

註冊酒店培訓師 (美國飯店協會 AHLEI)
註冊酒店督導師(美國飯店協會AHLEI)
太平洋亞洲旅遊協會特權會員(PATA)
香港註冊旅遊協調員協會正式會員 (HARTCO)

學術期刊論文

1. Binglin (Martin)Tang, **Suk Ha Grace Chan**, Zhiwen Song, Tak Po Connie Chan, Chenxi, Danil Hu, Yikai, Wang (2026). The power of gastronomic cultural capital: How local food culture shapes residents' recommendation intention. *Journal of Destination Marketing & Management*, Vol 43, 101171. **(SSCI, Q1)**

2. Chunming Li, IpKin Anthony Wong, XilingXiong & **Suk Ha Grace Chan (2026)** Farm-to-plate excursions: understanding the role of man-nature orientation and environmental information valence. *Journal of Sustainable Tourism. https://doi/10.1080/09669582.2026.2683027* ***(SSCI,Q1)***

3. Wing Han Helen Lee, **Suk Ha Grace Chan,** Binglin Martin Tang, Zhiwen Song (2025). Robot or human? Manoeuvring switching intention after robot service failure. *PLoS One*,20(11) 0333616 **(SSCI,Q2)**

4. Wing Han Helen Lee, **Suk Ha Grace Chan,** Binglin Martin Tang(2024). Paradigm of symbiosis as a mechanism of artificial intelligence and customers' patronage decision in the hospitality sector: the moderating role of customer engagement. *Asia Pacific Journal of Tourism Research*,**(SSCI,Q1)**

5. **Suk Ha Grace Chan**, Binglin Martin Tang, Zhiwei (CJ) Lin and Kang Ying Connie Gao (2024). Micro-celebrity marketing -induced travels :a psychological ownership perspective. Tourism Review. DOI 10.1108TR-05-2024-037**7.(SSCI,Q1)**

6. **Suk Ha Grace Chan,** Wing Han Helen Lee, Binglin Martin Tang & Ziyi Chen (2024) Legacy of culture heritage buildings revitalization: Place attachment and culture identity. *Frontiers Psychology Volume 14,https://doi.org/10.3389/fpsyg*.2023.1314223**(SSCI,Q1)**

7. 夏丹，**陈淑霞**，& 刘辛元. (2024). 消费价值观差异性对顾客服务创新感知的影响. *商业经济研究*(21)**.(北大核心)**

8. Jian Ming Luo, Anthony Kong, **Suk Ha Grace Chan** & Chi Fung Lam. (2024) Hedonism and opinion leadership influence on consumer behavior in the context of first-class flights from short videos on social media. Journal of Quality Assurance in Hospitality &Tourism(ESCI)

9. **Suk Ha Grace Chan,** Zhiwei, (CJ) Lin, Ip Kin Anthony Wong, Yun (Victoria) Chen, Angel Chui Ying So. (2022). When employees flight back: investigating how customer incivility and procedural injustice can impel employee retaliation. ***International*** *Journal ofHospitality Management*, **107,103308 (SSCI, Q1)**

10. **Suk Ha Grace Chan,** Xiaocheng Vicky Zhang, Yifang, Betty Wang & Zhaofeng Mason, Li (2022). Effects of psychological benefits in greenness on airlines on airlines' customer experiential satisfaction, service fairness, alternative attractiveness, and switching intention. ***Frontiers Psychology*****(SSCI,Q2)**

11. Zhiwei (CJ) Lin, IpKin Anthony Wong, Xiner (Christine) Zhen **& Suk Ha Grace**

Chan (2021) Doraemon and Snow White Dreams Come True: Understanding Cartoon Pilgrimage Travel Motivations. ***Journal of Travel & Tourism Marketing,*** Vol.38, No.2,167-178 **(SSCI, Q1)**

12. Xiaocheng Vicky Zhang **& Suk Ha Grace Chan(**2021) Do Knowledge and Experience Value Affect Green Tourism Activity Participation and Buying Decision? A Case Study of Natural Dyeing Experience in China. *Sustainability*,13(15),8579(SSCI, Q2)

13. **Suk Ha Grace Chan,** Ka Yin Chau (2021)Cultural Differences between Asians and Non-Asians affect Buying Attitudes and Purchasing Behaviours towards Green Tourism. *Journal ofService Science and Management,2021,14,241-261*

14. Yvonne Yue He, **Grace Suk Ha Chan** &Martin Binglin Tang (2021)What makes customer switch? A Study of landside of airport. ***International Journal of Social Science Research,*** Vol 3,No.4,316-328.

15. **Grace Suk Ha Chan**, Betty Yifan Wang, Vicky Xiaocheng Zhang and Mason Zhaofeng Li (2021). Predicting psychological benefit in green for airlines passenger affect organization corporate image to switching decision. ***International Journal of*** *Social Science Research.* Vol3 ,No 4,183

16. **Grace, Suk Ha Chan** &Li Junya (2020). Re-examination of Servicescape model: food expectation and patronage to Macau's restaurant from Chinese visitors' perspectives. *Journal of Service Science and Management,* Vol 13, no3

17. Ip Kin Anthony Wong, Shi Xu, **Suk Ha Grace Chan,** Mang He (2019), A cross - level investigation of the role of human resources practices: Does brand equity matter? ***Tourism Management***, 75, pp 418-426. **(SSCI, Q1)**

18. IpKin Anthony Wong, Erdan Ma**, Grace Suk Ha Chan,** GuoQiong Huang, Tong Zhao (2019) When. Do Satisfied Employees Become More Committed? A Multilevel Investigation of the Role of Internal Service Climate. *International Journal of Hospitality Management. 8*2, 125-135 **(SSCI, Q1)**

19. **Grace, Suk Ha Chan**, Ada, Lai Yung Lee &Perry Yun Kit Ip (2019). Does marital status serve as a tipping point for females in their attitude towards balancing family and work? ***International Journal of Tourism & Hotel Business Management,*** Vol1(2),104-111

20. **Grace, Chan S.H.,** Yun Kit Ip, Fei Fei Lin & Xi Chen (2018). Females and Barriers for Work-Family Balance: A case study of Casino Dealer. ***Journal of Culture and Tourism Research,*** Vol 20(1), pp 7-17.

21. Irini, Lai Fun Tang, **Grace Suk Ha, Chan,** Theresa, Tan-Chen &Roberta Wong Leung (2018). Understanding generation Y's favorite Spa scent, spa food versus spa service experience **.*Journal of Tourism&Hospitality*,Vol7,(4)374.**

22. Yang, **Li, Grace, Chan S.** H & Irini, Lai Fun Tang (2017). Exploration of Customer Complaint Behaviors Toward Macau Low-cost Carriers. *Journal of Business Research,*

Vol 10, No.9.

23. **Grace Chan, S.H. (2016).** A new Revenue Management framework for Hong Kong travel agencies. J***ournal of Management and Sustainability***.Vol.6, No.3

24. Leou, C.H, **Grace Chan, S.H.,** Marco, Li,Y. & Carol, Song Y. (2016). Influences of Macau visitor expectations on purchase behavioral intention: Perspectives of low-cost carrier passengers (2016). *International ofBusiness Research*, Vol 9, No,10.

25. **Grace Chan, S.H. &** Denizi, Guillet Basak (2015). Implementing Revenue Management for Travel Agencies. *Journal ofManagement and Sustainablity*.Vol.5, no. 4

書籍章節

1. **Grace Suk Ha Chan,** Yvonne Yue He, Martin Binglin Tang (2023). CSR reputation affects in the decision of hotel patronage. *Trends and Issues in Global Tourism*, Routledge, UK **(ISBN:978-1-032-27197-2)**

2. **Grace Chan, S.H. &** Denizci Guillet Basak (2016). Revenue Management: Profit Optimization for Hong Kong Travel Agencies. *Advances in Culture, Tourism and Hospitality Research*. Emerald Group publishing Limited, UK **(ISBN:978-1-78635-714-4 eISBN: 978-1-78635-713- 7)**

研討會論文

1. **Grace Suk Ha Chan,** Martin Binglin Tang, Zhiwen Song, Issy Yuxin Jiang (2025) " Why green airlines perceive to pay more from customers view point" At The International Conference on Hospitality Leadership, Business Operations and Management (ICHLBOM-25) George Town, Penang, Malaysia On 25th - 26th June 2025

2. Yvonne, YueHe, **Grace, Suk Ha Chan** & Martin, Binglin Tang (2021). Exploration the customer satisfaction of service quality and switching behavior: A study of landside of airport. 2nd International Conference on Business, Technology, Tourism, Education, Engineering, Culture and Social Science 2021, Putrajaya, Malaysia, 11 December 2021

3. Binglin Martin Tang, **Suk Ha Grace Chan** & Yue Yvonne He (2021). Exploring obstacle of mainland Chinese to visit to Macau: The antecedent and consequence. 2nd International Conference on Business, Technology, Tourism, Education, Engineering, Culture and Social Science 2021, Putrajaya, Malaysia 11 December 2021

4. Jackson Mengchang Cai, **Grace Suk Ha Chan** & Martin Binglin Tang (2021). Do social media content affect Chinese passengers in selecting airlines intention .2nd International Conference on Business, Technology, Tourism, Education, Engineering, Culture and Social Science, 2021 Putrajaya, Malaysia, 11 December 2021

5. **Grace Suk Ha Chan** & Betty, Yifan Wang (2021). Predicting psychological benefit in green for airlines passengers affecting organization corporate image to switching decision .3rd Penang International Conference on Multi-Disiplinary Research, Penanag, Malaysis 27 Nov 2021

6. **Grace Suk Ha Chan** & Zhiwei (CJ)Lin & Hong ZhiZhuo (2020). A Case Study of Work-Life Balance Issues Among Macau's Local Hotel Employees, TTRA APAC Annual Chapter Conference Theme: Tourism and Travel in the Age of Disruption: New Directions or Business as Usual, Dec 07-08, Australia

7. **Grace Chan,** Gao.B.W., Lingjun Su (2019). Effectiveness of using key opinion leaders on the purchase intention to tourism product in China. International Conference on Interdisciplinary, Social Science. Business and Economics, Education and Technology Conference, July 13-14, Penang, Malaysia.

8. Bo Wendy Gao, **Grace Chan**, Gavin Chau, Siyu Long, Ruijun Wang. (2019) Does the World Center of Tourism and Leisure Exist? From both Experts and Tourists Perspectives, 2019 International Conference on Hospitality, Tourism, and Sports Management, August 28-30, 2019 at Osaka International House Foundation, Osaka, Japan. ISSN 2518-0797

9. Su, Ling Jun & **Grace Chan**, **S.H**. (2018). The impact on Korean TV dramas to Chinese youngsters' perceived destination image and as a potential destination for visiting. Global Travel and Tourism Partnership (GTTP) Annual Conference, June 03-05 2018, Macau.

10. **Grace Chan**, **S.H** & Lin Fei Fei (2018). Macau local residents support for event tourism development: Destination image and perceived major tourism impact. Global Travel and Tourism Partnership (GTTP) Annual Conference, June 03-05 2018, Macau.

11. **Grace Chan, S.H.,** Jane Hui Nan Bao & Hong ZhiZhuo (2018) Female Casino Dealer Work–Family Balance from Macau. 22nd International Joint World Cultural Tourism Conference, May 26-28,2018 Bangkok, Thailand.

12. Ip, Yun Kit, **Grace Chan**, Chan, Chi Fat & Zhang, HóngYì (2018). To equilibrium employee satisfaction with the management. Global Travel and Tourism Partnership (GTTP) Annual Conference, June 03-05 2018, Macau.

13. **Grace Chan, S.H**. (2015). Events management practitioners' expectations of Quality of Work Life (QWL) Proceedings of The International Conference on Tourism and Business 12-14 January 2015, Bangkok, Thailand.

14. **Grace Chan, S.H**. & Denizci Guillet Basak (2014) Implementing Revenue Management in Hong Kong travel agencies The 7th World Conference for Graduates Research in Tourism, Hospitality and leisure, pp 240-246 (ISBN:978-4940-25-7), 3-8 June 2014, Istanbul , Turkey.

科研項目

1. 2025/2026 FRG-25-044 SLA 澳門科技大學研究基金（普通研究項目）主要負責人：闡釋影響酒店業員工行為的環境、社會和公司治理（ESG）范式
2. 2020/2021 澳門基金會- 主要負責人 - 航空業綠色品牌效應對乘客心理和行為的影響：以澳門為例
3. 2019/2020（項目編號：MF1926）澳門基金會 - 協助負責人 - 網絡口碑對旅遊產品品牌購買意願影響研究
4. 2018/2019（項目編號：MF1802）澳門基金會 - 協助負責人 - 從旅遊休閒角度探討澳門在粵港澳大灣區的作用研究
5. 2017/2018（項目編號：MF1705）澳門基金會- 主要負責人 - 澳門美食及氣味和博彩從業員行為與澳門旅遊博彩業之深度研究
6. 2015/2016（項目編號：CUM-2-03）澳門基金會- 協助負責人 - "低成本航空對澳門旅遊業發展之研究"

獎項

2021/2022 獲澳門城市大學科研嘉許並獲授予優秀科研獎
2019-2020 獲澳門城市大學科研嘉許並獲授予卓越科研獎
2019 參與 2019 年 7 月 13-14 馬來西亞檳城舉行之國際跨學科會議、社會科學、商業與經濟、教育與技術會議並獲大會授予最優秀文章獎
2016/2017 獲澳門城市大學科研嘉許並獲授予優秀科研獎

特邀審稿人

Asia Pacific Journal of Tourism Research
Current Issues in Tourism
Internal Journal of Contemporary Hospitality Management
Journal of Quality Assurance in Hospitality & Tourism Tourism Review

其他活動

2026 TOEIC英語課程小組成員專家
2025-2026 博雅學院課程審示項目(休閑管理及商學學士課程)主要負責人
2019-2022 明愛白英奇專業學校,款待管理學高級文憑(QF4)校外監考審考試卷人

最後更新：2026年11月11日