

# THE NEWSLETTER

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### 2<sup>ND</sup> INTERNATIONAL CONFERENCE OF HEALTH-ORIENTED TOURISM & HOSPITALITY

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Hospitality Conducts  
a Nationwide Survey  
for MyCEB

Professor  
Perry Hobson: The  
Past & Future  
Possibilities

Reflecting on  
Winning the  
World Pastry Cup



# The Dean's *message*



The School of Hospitality, Sunway University has been laying its foundation and growing for over 20 years, which is a testimony to the good work of the School in serving students and the academic community for the past two decades. We continue to promote experiential learning amongst the students as we continue to enhance our educational delivery.

It has been a significant year for the School of Hospitality as we welcomed the year 2019 with an international achievement at the Coupe du Monde de la Pâtisserie 2019 (World Pastry Cup), in Lyon France by the Malaysia Pastry Team, coached by the Head Chef of the School of Hospitality, Professor Chef Patrick Siau Chi Yin.

Also, the School along with Dr Timothy Lee from the University of the Sunshine Coast, Australia co-organised and hosted the 2<sup>nd</sup> International Conference of Health-Oriented Tourism & Hospitality (ICoHOTH). The conference was a success, with high level discussions, academic critique and empirical evaluation. We engaged with Sunway Medical Centre, which is the main sponsor of this event, because of its significant reputation in the area medical tourism growth.

With the launch of an Asia Pacific Centre for Hospitality Research, we are looking forward to more research-focussed initiatives and ways to advance the interface between academia and industry. I am also proud to announce that the School has been awarded a several public sector research grants concerning hospitality research. It is great to witness the advancement of research at the School, aligned to the mission of the University.

Also, a big thank you to the academics and administrators of the School who have kindly contributed to the production of the newsletter.

**Professor Marcus Stephenson**  
Professor of Tourism & Hospitality Management  
Dean – School of Hospitality

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### Social Media



School of Hospitality, Sunway University



School of Hospitality, Sunway University



**SUNWAY  
UNIVERSITY  
HOSTS**

**THE  
2ND**

**INTERNATIONAL  
CONFERENCE OF  
HEALTH-ORIENTED  
TOURISM & HOSPITALITY**



The School of Hospitality (Sunway University) collaborated with University of the Sunshine Coast, Australia to host a three-day conference. The conference hosted guests from various international locations such as Australia, China, Hungary, Indonesia, Iran, Japan, Kazakhstan, Macau, Malaysia, South Africa, South Korea, Taiwan, Thailand, and the USA.



The conference delegates at the opening ceremony.

Dr Timothy Lee, the Chair of the Organising Committee of the 2<sup>nd</sup> ICoHOTH stated: "The intention of this conference is to bring individuals from academia, industry, government and NGOs in the fields of tourism and hospitality to exchange and develop research and industrial case studies". In addition to stimulating research presentations by the delegates, the conference welcomed thought-provoking keynote speeches presented by Prof Dr Ghazali Musa (University Malaya, Malaysia), Dr Jia Xiao Fang (China International Health and Medical Tourism Association, China) and Dr Laszlo Puczko (Resources Leisure Assets, Austria). The conference too showcased special guests, Ms Sherene Azli from Malaysia Healthcare Travel Council (MHTC) and Mr Fabian Bigar from the Ministry of Health (MOH) whom respectively talked on medical and health-oriented tourism from the government and public sector point of view. Sunway University's Pro-Vice-Chancellor for Global Engagement, Professor Perry Hobson, similarly presented on "Envisaging the Future of Health-based Tourism".

*Continued >>>*



Dr Timothy Lee, Chair of the ICoHOTH at the opening ceremony.



Conference delegates witnessed the healthcare services and equipment at Sunway Medical Centre.



Conference delegates exchanging ideas at a pre-finance event.



Prof Dr Ghazali Musa from Universiti Malaya providing his keynote speech on “Health Tourism in Asia: Development, Current Issues and the Future”.



Dr Maggie Leong from Sunway University presenting on her research work, titled: “The Impact of Tourism Development on Health Challenges: A Case Study in the Cook Islands”.

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This conference was sponsored by Sunway Medical Centre, which has been awarded as the Medical Tourism Hospital of the Year in Asia Pacific 2018 and 2019. As a sponsor, Sunway Medical Centre hosted the delegates for a hospital tour whereby they showcased their healthcare facilities. Ms Faith Tang Pui See, Head of International Business (East Asia) of Sunway Medical Centre emphasised: “Sunway Medical Centre exemplifies the nature of medical tourism by providing holistic care to foreign patients under one roof, together with our comprehensive medical and surgical services coupled with state-of-the-art technology.”

There were a range of panels sessions covering very interesting topics which included: “Wellness & Spa Tourism”; “Health Tourism, Marketing, and the Consumer”; “Principles, Challenges, and the Future of Health-oriented Tourism”; “Health Tourism, Policy and Social Welfare”; “Tourism, Aspects of Aging, and Healing”; and “Healthy Food, and Food Culture & Behaviour”.

The conference ended on a high note where the delegates were enchanted with the carefully crafted special four-course dinner by Practice Professor of Culinary Arts, Chef Patrick Siau. Chef Patrick led the Malaysia National Pastry Team to victory at the World Pastry Cup early this year. Guests of the gala dinner included Sunway Education Group and Sunway University Senior Executive Director Dr Elizabeth Lee and Sunway University Vice-Chancellor, Prof Graeme Wilkinson.

Professor Marcus Lee Stephenson, Dean of the School of Hospitality at Sunway University, which hosted the event, noted: “The conference was a real success. The level of discussion, critique and analysis was all there to see – all focussing on an area of research that is becoming very topical and significant. Yes, health-related tourism has great potential to develop even further. Therefore, in the context of its advancement in Malaysia, its future is highly positive. The School of Hospitality was keen to engage with Sunway Medical because of its strong reputation in pursuing medical tourism growth.” •

## FROM A “FOOD HAWKER” TO A “FOOD HAWKERPRENEUR”: RESEARCHING THE CHALLENGES AND DILEMMAS

Dr Daniel Chong has been conducting intensive research in urban domains in Malaysia to fully understand the dilemmas and challenges faced by Malaysian hawkers in transforming into hawkerpreneurs, and visioning and realising robust and economically viable franchisable businesses. Through the employment of qualitative research techniques, four key barriers were identified: (1) high capital investment for total “make-over” initiatives (2) fears associated with ‘exploring the unknown’ (3) resistance to automation and standardization, particularly as a way to retain authenticity, and (4) limited knowledge concerning brand building. Daniel believes that the research should “help understand business potentialities associated with small food hawker outlets” and also “be useful in understanding the fundamental importance of food culture as a major component of marketing ‘Destination Malaysia’”. •





# REFLECTING ON WINNING THE WORLD PASTRY CUP

## Professor Chef Patrick Siau and the Malaysia Pastry Team

The Coupe du Monde de la Pâtisserie (or the World Pastry Cup) is the world's most prestigious competition in the pastry world. Prior to the grand finale, professional pastry chefs go through gruelling regional competitions. Thereafter, the best from each region meet in Lyon, France, to compete in a 10-hour event in front of a live audience.

Year 2019 marks the 30<sup>th</sup> anniversary of the Coupe du Monde de la Pâtisserie and this contest made a mark in history, especially for Malaysia. When the host announced Malaysia as the champion, the Malaysia pastry team, comprising of Sunway University's Fellow and Head Chef, Patrick Siau (the team's coach), along with Chef Loi Ming Ai, Chef Otto Tay and Chef Tan Wei Loon, were overjoyed.

There are 21 teams from around the world competing in the Coupe du Monde de la Pâtisserie this year. Having travelled 6,500 miles to France, it was not just the jet lag that the team needed to adjust to but the 20-degree lower temperature difference, the mid-winter gloomy weather, and the language barrier.

Sunway University joined in to celebrate this achievement! Professor Graeme Wilkinson, Vice Chancellor of Sunway University also announced

that Chef Patrick Siau is given a special promotion to Practice Professor of Culinary Arts for his significant contribution in culinary arts. Sunway University also offers the "Sunway University Young Chef Scholarship" in recognition of the Malaysia Pastry Team's achievement, and to groom young talents in this field.

With this latest recognition, Professor Chef Patrick Siau is looking forward to more collaborations with stakeholders within the Sunway Group and to extend his involvement in CSR projects. The team's performance was a Sweet Victory for Malaysia and a clear illustration of how the country is developing in terms of global recognition in the culinary world, especially in terms of pastry production and design. •



*Chef Patrick and Team Malaysia receive the first prize award.*

## PROFESSOR STEPHENSON'S KEYNOTE ADDRESS: "Deciphering Special Interest Tourism (and Hospitality) – A Sociological Viewpoint"

Professor Stephenson recently presented a keynote address at the Second Global Congress of Special Interest Tourism & Hospitality (GLOSITH) at Ming Chuan University in Taipei, Taiwan. The keynote was entitled: "Deciphering Special Interest Tourism (& Hospitality) - A Sociological Viewpoint".

The presentation also identified 18 unique characteristics of special interest tourism. The keynote further identified the challenges and complexities facing special interest tourism as well as identifying the research gaps. It was also highlighted that consumers have become far more critical of standardised tourism and hospitality products, notably mass packaged holidays. Such tourists thus welcome activities and interests that reflect their individual preferences, identities and personalised aspirations. One central argument to the keynote address concerns the fact that we need more non-Eurocentric conceptual approaches and theoretical frameworks to contextualise special interest tourism, which should then lead to more appropriate and localised methodological applications. •



# Professor Perry Hobson

## The Past and Future Possibilities

When asked about how his career in the hospitality field began, Professor Perry Hobson's first reply was, "Totally by accident!". Prior to his degree at Oxford Brookes University, Perry took a gap year to work at a hotel, owned by a family friend - that's when he discovered his passion in this field.

While pursuing his Masters Degree in Hotel, Restaurant & Travel at the University of Massachusetts Amherst, he also took up teaching, where he had to teach American youths how to cook in a home economics classroom. Nevertheless, Perry's interest lies in research and thus, he was able to do both teaching and research in his second year in the UMass Amherst. He then moved on to the Midwest at Southern Illinois University to become an Assistant Professor, where his research work continued and he was developing programmes for the School as well.

Perry, who likely has gotten the travel bug from his mother, then took up a position in the Far East at the Hong Kong Polytechnic University (PolyU). Though along him were expatriates from the UK or Australia, the students at PolyU were all local Hong Kongese. It was his stay in HK, where Perry became the first person to write an article and research about Feng Shui and Hotel Design. He added, "What locals may see as a norm, could be unusual to the rest of the world and would be worthy of being researched."

In 1995, Perry decided to migrate to Australia and was relocated to a rather rural community in Lismore. His journey at the Southern Cross University began as a lecturer and he enrolled for his PhD in 1997. His career continued to develop and he became the Head of School in late 2000, where he had to manage a global portfolio – which was a challenge .

Perry also became the Director of International Centre of Excellence in Tourism and Hospitality Education, also known as THE-ICE, an accreditation body to recognise excellence in tourism and hospitality education.



*L: Professor Perry Hobson, Pro-Vice-Chancellor of Sunway University at present day. R: The younger Perry Hobson at Southern Cross University Australia*

Prior to joining Sunway University, Perry was the Pro-Vice Chancellor of Global Engagement of Taylor's University to internationalise the University. He then joined Sunway University in January of 2019 also as the Pro-Vice Chancellor of Global Engagement - with aims to establish global mobility and to increase the number of student exchange opportunities. Perry hopes to see Sunway University with numerous exchange partners and students participating in inward and outward mobility programmes. He also added that he looks forward to more research collaborations and joint conferences.

Professor Hobson is currently involved in leadership roles for strategic planning and considers himself a "thought-provoker". He is also an editor-in-chief for the Journal of Vacation Marketing for 20 years, which keeps him in touch of the trends in the hospitality field. ▪



*Professor Perry Hobson's initial encounter with the staff of the School of Hospitality at the QS Subject Focus Summit, Kuching*

# The School of Hospitality Conducts a Nationwide Survey for MyCEB

Malaysia Convention and Exhibition Bureau (MyCEB) has initiated a nationwide survey since 2012 to conduct data collection exercises to determine the size and economic value of Malaysia's business events industry. Every year, it attracts scholars from public as well private universities to submit their proposal to bid for the project. Dr Tan Ai Ling led a team of three members from the School of Hospitality and won the bid. The team comprised Dr Tan as the Project Leader and was supported by Ms Anisha Chai Mee Fong, Ms Suhaini Ibrahim, and Ms Vijaya Malar V. Arumugam.



From L-R: Dr Tan Ai Ling, Ms Suhaini Ibrahim, Ms Anisha Chai Mee Fong and Ms Vijaya Malar V. Arumugam

The team aims to collect relevant data from 20 MyCEB approved events from June to December 2018. Target samples were from two major segments in the business event industry, which are

the International Association-hosted events and the International Trade Exhibition. 3,000 respondents were selected to understand their spending behaviour while they travel to Malaysia for business events. The respondents include the convention and exhibition organisers, international delegates, international buyers and sellers who attended the selected events in 2018.

The project was completed and successfully presented to MyCEB in January 2019. Team Leader, Dr Tan Ai Ling also commented, *"My team and I are very pleased to be selected and to undertake the project. We would like to thank MyCEB for the good opportunity. We are also glad that the data collected would contribute towards increasing knowledge about spending habits of business travellers in Malaysia, as well as how this information can be used to make significant decisions in the Malaysian business events industry."*

Moving forward in 2020, the School of Hospitality has again attained another MyCEB grant for ongoing efforts of data collection for business travellers to Malaysia. ▪

Dr Tan Ai Ling is the Senior Lecturer and Programme Leader of BSc (Hons) Culinary Management. Her research interests include food culture, food behaviour, service quality and recovery.



## BREAKING NEWS

## Establishment of the Asia Pacific Centre for Hospitality Research at the School of Hospitality, Sunway University

Stay tuned for more research development by the School of Hospitality (SOH), Sunway University! The School will be establishing an Asia Pacific Centre for Hospitality Research (APCHR). This entity aims to create an outstanding climate of support for the School of Hospitality researchers, broadly enabling stellar research advances and at the same time, to establish a world-leading hospitality research centre institute whose focus will be in the field of hospitality, tourism, leisure, culinary arts and events.

With the APCHR in place, SOH researchers are able to conduct studies in advanced and innovative methods. The APCHR is also a platform that wishes to disseminate research findings that address significant challenges in the Asia Pacific region, in relation to the hospitality field. ▪



# THE SCHOOL OF HOSPITALITY RECIPIENT OF THE FUNDAMENTAL RESEARCH GRANT SCHEME (FRGS)

The School of Hospitality is in the limelight yet again! – A project led by Dr Teh Pek Yen, Senior Lecturer of the School of Hospitality has successfully attained a significant grant – the FRGS from the Ministry of Education. The purpose of this grant is to work towards the application of new knowledge and theory from various disciplines, as well as encourage researchers and professionals to exchange ideas and information. This project is titled “Redefining the past for the future: The investigation of nostalgic attachment for the representation of Ipoh cultural heritage in the 21<sup>st</sup> century”.

This is a cross-discipline cum cross-border collaboration project, which comprises Dr Daniel Chong Ka Leong (School of Hospitality), Assoc Prof Dr Derek Ong Lai Teik and Dr Teoh Chai Wen (Sunway University Business School), as well as Dr Goh Hong Ching from University of Malaya, and Prof John Ap and Dr Imon from Macao Institute for Tourism Studies.

The objective of this two-year grant is to refine the existing cultural heritage motivations incorporating nostalgic dimensions, with a view to revitalising Ipoh’s heritage for the benefit of sustainable tourism and the local economy. Dr Teh, whom also

hails from Ipoh strongly believes that research efforts are not just about generating new ideas and concepts but also to “give back to society”, creating opportunities for the local communities, which may lead to improved lifestyles, an improved economy and increased productivity. •



From L-R: Dr Daniel Chong Ka Leong, Dr Teoh Chai Wen, Dr Teh Pek Yen and Assoc Prof Dr Derek Ong Lai Teik

Dr Teh Pek Yen is a Senior Lecturer at the School of Hospitality. Her research interest focuses on the Korean Wave: Korean drama-induced tourism, tourist behaviour, sustainable tourism and heritage tourism.



## SUSTAINABLE REVOLUTION: SUNGAI LIMA, SELANGOR

At a recent research trip led by Dr Teh Pek Yen, the students of BSc (Hons) in Conventions and Events Management went to Sungai Lima to learn about the sustainability of local communities. This study formed part of the students’ module, Festival and Hallmark Events. Sungai Lima is located at Pulau Ketam, an island located at the off-shores of Klang, Selangor. Some of the issues faced by this village include pollution and poor accessibility. Students also interviewed the locals to understand about the condition of the village. This fishing village is in dire need of revival as many of its youngsters have left their homes to pursue corporate jobs in the city.

There was also an exhibition held at Sunway University’s Library about this fishing village, integrating sustainability and artistic elements to enable the public to understand about the preservation of a local community and its traditions. This is a great experiential learning element on which students learn outside the classroom. •



# Dr Daisy Gayathri Kanagasapapathy

## Research Profile & Research Publications



A PhD graduate from Bournemouth University, UK, Dr Daisy Gayathri currently lectures at School of Hospitality. She is also the Chair of Research & Enterprise Committee. As a social science researcher, Daisy leverages both quantitative and qualitative data to learn more about the tourism experience. Her research focuses on heritage experience, destination marketing, sustainability, and sports tourism. Her PhD examined critically the tourist flow experience in Maritime Greenwich where she collaborated with English Heritage, Historic England, Greenwich Tourism and UNESCO. She also worked closely with the Silverstone Circuit to explore brand association and its memory decay effects of sponsorship using British Grand Prix as her case study.

Her current research investigates on how a flow experience impacts on tourists in their heritage visit specifically in creating positive, memorable and satisfying experiences. This study entails self-completion questionnaires and interviews with domestic and international visitors to a heritage site. Results will inform the evidence of the

theory of flow phenomena in the heritage tourism environment. Recently, Daisy has been published in *Tourism Management* and *Journal of Travel Research*.

Subsequently, she sits on the Editorial Team for e-Review of Tourism Research. She collaborates with a diverse group of colleagues across the university and international universities to conduct tourism-related research. Apart from that, she was awarded a grant for her research on heritage tourism experience grant from the government.

Prior to that, she served the National Tourist Board (NTB) Malaysia over 10 years. She has organised a number of high-profile events for academic, professional and governmental audiences which involved Prime Minister's Department. She worked closely with major industry players such as UNWTO, PATA, ICCA, and IAPCO. Aside from that, Daisy was in the founding committee for the National Convention Bureau. •

## SCHOOL OF HOSPITALITY

### Research Seminar Series

Research Seminar Series is a platform where leading academicians, distinguished guest speakers, as well as faculty staff members are invited to share the latest research advances in their field of expertise. The series represents critical discussions concerning trends and developments especially in the area of hospitality, food, tourism and events.

The School of Hospitality Research Seminar Series is sponsored by the Sunway Resort Hotel & Spa. These seminars are part of the School's commitment to strive for research excellence where faculty members and other academicians are provided an excellent opportunity to exchange research expertise and ideas, paving the way for future research collaborations.

Everyone is welcomed to attend the SOH Research Seminar Series, as well as staff from other universities. For details of forthcoming sessions, please contact, Dr Daisy at [daisyk@sunway.edu.my](mailto:daisyk@sunway.edu.my). •



## QUALITATIVE RESEARCH IN TOURISM STUDIES:

## Fieldwork Reflections from Southeast Asia and the Pacific Islands Region

The School of Hospitality (SOH) recently held a Research Seminar with a talk on *“Qualitative Research in Tourism Studies - Fieldwork Reflections from Southeast Asia and the Pacific Islands Region”* by Dr Alexander Trupp.

Dr Alexander Trupp is a Senior Lecturer in the School of Tourism and Hospitality Management, The University of the South Pacific (Fiji) and editor-in-chief of the Scopus-indexed Austrian Journal of South-East Asian Studies (ASEAS). He previously worked in Mahidol University, Thailand, where he was a lecturer at the Institute for Population and Social Research and visiting professor at the Research Institute for Languages and Cultures of Asia. Alexander holds a PhD in Theoretical and Applied Geography from the University of Vienna, Austria, where he also worked as an assistant professor at the Department of Geography and Regional Research. Alexander has extensive fieldwork experience in the fields of tourism, human geography, and migration in Southeast Asia, the Pacific Islands, and Europe.

The talk was divided into two parts, where he first shared an overview of the opportunities that qualitative research methods offer to tourism studies by discussing a range of well-established and more recent qualitative tools including interviews, participant observation and netnography. The second part concentrated on Alexander's own experience as a tourism researcher in Southeast Asia and the Pacific Island Region. He critically discussed issues and reflections on ethical approvals, positionality and power relations in the field, the importance of openness and flexibility, the role of research assistants and translators, and the need for research dissemination. ▪



Dr Tpr Goh Hong Ching  
presents on

## BLUE COMMUNITIES



The School of Hospitality (SOH) welcomes Dr Goh Hong Ching, Coordinator and Senior Lecturer at the Department of Urban and Regional Planning, Faculty of Built Environment, University Malaya, to present her ongoing research, entitled *“Building capacity for integrated planning through sustainable interactions with marine ecosystems for the health, wellbeing, food and livelihoods of coastal communities”*. This research is funded by the UK Research & Innovation (UKRI) under the prestigious Global Challenges Research Fund (GCRF).

In 2017, the programme proposal titled, *“Building capacity for integrated planning through sustainable interactions with marine ecosystems for health, wellbeing, food and livelihoods of coastal communities”* was awarded by the UKRI under the Global Challenges Research Fund (GCRF). This programme which is led by the Plymouth Marine Laboratory in UK and involves four case studies in the Southeast Asia, has since then been named as Blue Communities.

Blue Communities has a total of 12 projects with cross-cutting themes for a duration of four years (Oct 2017 –Sept 2021). Blue Communities addresses issues of poverty, hunger and wellbeing of the Sustainable Development Goals (SDGs) in meeting five challenges, which are promoting sustainable harvesting, preparing for climate change, promoting good health, identifying opportunities for growth, and the co-development and implementation of marine planning. ▪

# Lessons from Ha Long Bay

*Dr Mark Hampton* PRESENTS ON  
COASTAL TOURISM IN VIETNAM



Ha Long Bay is located in the north of Vietnam with easy access from Hanoi. It is a land and seascape of over 2,000 limestone islands in a wide bay with the growing coastal city of Ha Long to its north. The UNESCO World Heritage Site of Ha Long Bay attracts over 3 million visitors each year and is an iconic “must-see” destination for international visitors. The lecture was based on an international project led by Dr

Hampton with colleagues from Vietnam National University, Hanoi and the University of Bradford, UK. The findings have been published in the Journal of Development Studies. The talk provided an introduction to tourism in Vietnam from its origins in the French colonial period through to its recent growth and diversification, moving to the case study of Ha Long Bay. The scale and scope of tourism was highlighted before the lecture’s main discussion concerning the key economic impacts. The presentation concluded with key lessons that can be learnt from this case study.

Dr Mark Hampton has extensive field experience in South-East Asia, the Caribbean, Indian Ocean and South Atlantic and his research has been funded by the World Bank; Commonwealth Secretariat; Foreign & Commonwealth Office; Department for International Development (DFID); State Secretariat for Economic Affairs (SECO) (Swiss overseas aid); Ministry of Tourism Malaysia; British Academy and the British Council.

Professor Stephenson, Dean of the School of Hospitality, comments: “I have known Dr Hampton for many years, he is a great scholar and researcher. He always focuses on critical detail and is academically rigorous. The presentation was very informative and pertinent”. •

*Dr Gan Joo Ee* PRESENTS ON

## “EXPECT THE UNEXPECTED”: NAVIGATING THROUGH THE MURPHY'S LAW OF QUALITATIVE DATA COLLECTION

Dr Gan Joo Ee, Senior Lecturer from Department of Business Law & Taxation, Monash University Malaysia presented on “ ‘Expect the Unexpected’: Navigating through the Murphy's law of qualitative data collection” at the School of Hospitality’s recent Research Seminar. Murphy’s law says that anything that can go wrong will go wrong! In qualitative data collection, this could mean challenges of various magnitude. Minor problems like delays and the lack of participants are run of the mill. But major obstacles such as walking into a ‘conquered turf’ without a gatekeeper, or worse, discovering that the intended study is unfeasible are daunting to early career researchers. Dr Gan shared her fieldwork experience and outline strategies to mitigate such problems, in particular, the use of field experiment as a response to on-site constraints.



Prior to joining academia, Dr Gan was a solicitor engaged primarily in corporate matters. She was also a legal editor of the Hong Kong Law Report & Digests. Her research areas are hospitality industry specific, namely, employment law, human resource management, occupational health and safety, and industrial disputes in the hotel and tourism sector. She has also written on tourism governance and sustainable tourism practices, especially in rural tourism. Dr Gan Joo-Ee is a member of the Commission on Environmental, Economic and Social Policy (CEESP), a network of volunteers who contribute to the International Union for Conservation of Nature’s (IUCN) mission of conservation and development. •





## *Dr Craig Thompson* presents on **CHANGING THE ENVIRONMENT OF HOSPITALITY AND TOURISM HIGHER EDUCATION**

Dr Craig Thompson is the CEO of the International Centre of Excellence in Tourism and Hospitality Education (THE-ICE) in 2018 and brings extensive experience to the Executive Team, having served on the THE-ICE Board of Directors from 2015 – 2018, and as Deputy Chair from 2017 – 2018. Furthermore, Craig has been an active member of THE-ICE Assessment Panel, leading audits in Europe and Asia, and has undertaken audits on behalf of a number of national accreditation organisations including New Zealand, United Arab Emirates, Lithuania and Latvia.

He presented on “Changing hospitality and tourism higher education environment”. He indicated that it was timely to understand how the education system has evolved, along with addressing the challenges faced. This seminar synthesised and evaluated experiences of hospitality and tourism education over the past twenty years, especially from the perspectives of six nations. This presentation provided valuable insights into education and its management, together with directions relevant to the future of the education system. ▪

## *Dr Shobana Nair Partington* presents on

### **Why We Need a National Living Wage for Staff in the Hospitality: Experience from the UK**

Dr Shobana Nair Partington, Deputy Head, Department of Operations, Technology, Events & Hospitality Management, Faculty of Business & Law from Manchester Metropolitan University presented her research, entitled: “*Why we need a national living wage for staff in the hospitality: experience from the UK*”.

Dr Partington explained that subsequent to the introduction of a National Minimum Wage (NMW) in 1999, low paying sectors such as hospitality appear to have accepted that the NMW is not a temporary political agenda, but something that will be permanently embedded in the UK’s employment legislation.



In fact, since 1st April 2016, the government introduced a mandatory National Living Wage (NLW) for workers aged 25 and above. These changes, although broadly endorsed by all mainstream political parties, have engendered much debate and concern on the part of employers.

As the Deputy Head for Department for Operations, Technology, Events and Hospitality Management, Dr Partington is involved in leading the department in the subject area of operations, business technology, business analytics, logistics and supply chain, and events and hospitality management. Dr Shobana is also involved in various internal and external panels for the validation of hospitality, events and tourism programmes across the UK and overseas. Her research interests are around pay practices, working conditions and inequalities, with a primary focus on the hospitality sector. ▪

## ON THE ROAD TO PUBLISHING



Prof Perry Hobson, Pro-Vice Chancellor for Global Engagement, Sunway University presented at the School of Hospitality's Research Seminar, entitled "*On the Road to Publishing Success*". Prof Hobson is also an Editor-in-Chief, The Journal of Vacation Marketing (JVM).

JVM is published by Sage and is recognised as an 'A' (Top 20%) journal by the Australian Business Council of Deans. JVM is also indexed by SSCI and is ranked #76 in the General Business category and #21 in the Hospitality, Leisure, Sport & Tourism category. JVM is positioned as an applied marketing journal, and Prof Hobson has been the Editor-in-Chief for 20-years. He was based at Southern Cross University (Australia), and was then the CEO of THE-ICE accreditation body for many years before moving to Malaysia in 2012 and joining Sunway University in 2019.

Prof Hobson shared his experiences as an editor where he talked on the "Editor's View" about how to avoid some of the more common pitfalls and mistakes when it comes to developing, writing-up, submitting, revising and re-submitting your research articles to journals. He also explained how journals work, and discuss how the world of publishing is changing.

Dr Daisy Gayathri Kanagasapapathy, Chair of Research and Enterprise Committee, stated: "This seminar was an eye-opener especially for an early-career researcher, it is extremely important to recognise the process of publishing". •



## Dr Catheryn Khoo-Lattimore presents on Gender Issues and Opportunities in Hospitality & Tourism

Dr Catheryn Khoo-Lattimore, Senior Researcher & Lecturer from Griffith Institute for Tourism, Griffith University, Australia presented on "*Gender Issues and Opportunities in Hospitality & Tourism*" at the School of Hospitality's Research Seminar.

Dr Catheryn Khoo-Lattimore researches tourist and guest behaviour, with a passionate focus on women, families and young children. She is the Regional Field Expert (Asia & the Pacific) for the United Nations World Tourism Organisation (UNWTO) and United Nations Women (UN Women) 2019 Global Report on Women in

Tourism. She is also the founder and chair of Women Academics in Tourism (WAIT). Catheryn has co-published two books on women in tourism (Asian Genders in Tourism and Women and Travel: Historical and Contemporary Perspectives) and many other articles in international journals. Her work is featured by travel sites, radio and newspapers. She is an experienced consultant and trainer for the tourism and hospitality industries in Australia, New Zealand, Malaysia, Nepal, India and Bhutan. Catheryn is also Editor-in-Chief of Tourism Management Perspectives (SSCI, IF 1.779).

In her research presentation, Dr Lattimore highlighted on various gender issues that exist in contemporary hospitality and tourism, underpinned by a past and current understanding of gender roles. The attendees of this seminar left with an understanding of gender issues, and an awareness of current initiatives on gender equality within hospitality and tourism. •

The School of Hospitality welcomes two students from the Generating Opportunities for Learning Disabilities, also known as G.O.L.D, to participate in the Pâtisserie class – an annual CSR effort. Sunway University CSR Project aims to enhance the students' living and social skills, thus assisting them to gain employment opportunities in the future – by providing the necessary practical and theoretical training in culinary arts. The students, Muhammad Faruki and Franky Bong, had the opportunity to learn about pâtisserie in an in-depth manner throughout the semester. Every year, Chef Ng Wan Cheng teaches and nurtures the students in the Pâtisserie classes.

Both Faruki and Franky were taught on chefs' professionalism, proper terminologies, skills & techniques, and basic baking principles. Every week, the students were able to successfully prepare tantalising desserts such as cakes, pastries and confectionery. The students are always able to complete the tasks within given time frames. Chef Cheng also commented that *"Faruki and Franky are independent and are able to carry out instructions efficiently"*. By sharing these opportunities with the G.O.L.D students, the School of Hospitality wishes the students all the best in becoming productive young adults, and eventually becoming independent members of society. •



Faruki (top) and Franky (bottom) practicing their skills during a pâtisserie practical class

## ALUMNI NOTES

### Mr Shiva Shanker

Diploma in Culinary Arts 2014,  
Entrepreneur and F&B Business Owner



Mr Shiva Shanker graduated with a Diploma in Culinary Arts in 2014 and currently runs a restaurant – Moorthy's Mathai Restaurant. His career began as an intern at Bubba Gump Shrimp Co. He paved his career continued to develop when he was offered a full-time position, and then became the Head Chef of Bubba Gump Shrimp Co.

Taking up an opportunity at Cezar's Kitchen, Shiva also had the opportunity to work in Tokyo for eight months. Today, Shiva has opened four restaurants and credits his success to his lecturers, family and friends. •

## RESEARCH OVERVIEW

The School of Hospitality embraces an interdisciplinary approach to research with a focus on the following regions:

- Southeast Asia
- East Asia
- Middle East
- South Pacific Islands

Our academics are engaged in specific fields of research covering the following three subject areas:

### Tourism

- Flow theory and the experience economy
- Halal tourism
- Heritage tourism
- MICE tourism and sports tourism
- Perceptions and behaviour patterns of tourists
- Qualitative and ethnographic methodologies
- Slow tourism
- Tourism and citizenship (rights and responsibility, race, ethnicity, and religion)
- Tourism and environmental impact

### Food

- Food and beverage management
- Food choice and behaviour
- Food sustainability
- Halal food production and consumption
- Nutritional well-being
- Traditional and indigenous food

### Hospitality

- Co-branding
- Hotel operations
- Hotel selection
- Islamic and Arab hospitality
- Service marketing





## SCHOOL OF HOSPITALITY STUDENTS

### Aced It At The WSET Level 2 Wines and Spirits Test

11 students (Soon Si Yin, Haw Xin Ni, Ashley Tan Ka Yen, Bu Yuan Lynn, Carine Tay, Siew Wei Hoong, Yeleubekov Dinmukhamed, Khuan Jie-lan and Lim Fang Xuan) from the School of Hospitality are now recognised with Wine & Spirits Education Trust (WSET) Level 2 Award for Wines and Spirits. Dr Daniel Chong, Senior Lecturer and Certified Hotel Trainer, mentioned that this would be the first time ever where the School's students have attained professional certification.

This professional certification is a global recognition and provides the School's students a competitive edge in the job market. Mr Anthony Leong Managing Director of the AYS Wine & Sake Consultancy (approved programme provider for WSET) also mentioned "It is great to witness more students interested in this programme, which brings about more knowledge about wines and spirits amongst youngsters".

Five out of the 11 students also attained a distinction, scoring 85% and above. The School celebrates the achievement of all the students and it is strongly believed that this world-recognised certification is crucial to the hospitality industry. •

# WINECONOMICS

## A GLOBAL VIEW OF THE INTERNATIONAL WINE MARKET

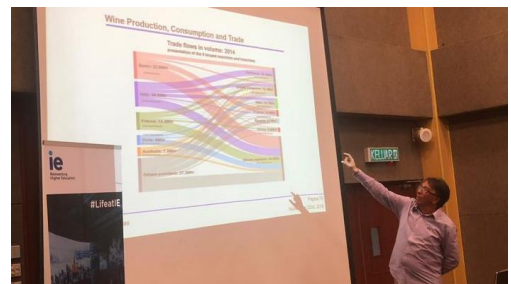
Associate Professor Fernando Cortinas gave a talk on "Wineconomics: A Global View of the International Wine Market". He is currently an Associate Professor in the IE Business School (Madrid, Spain), and has been teaching there since 1992. He teaches different courses in the field of marketing and has great interest in wine, which led him to travel around the world – Paris, Kuala Lumpur and Jakarta, to speak and share information about the wine economy.

In his talk, Prof Fernando explained that although there are two wine producing regions in the world, which are the "Old World", comprising European countries such as France, Spain and Portugal, and the "New World", being countries in Latin America (Chile and Argentina), South Africa, Australia and New Zealand, branding increasingly plays a significant role in terms of influencing consumer choice. Informatively, he indicated that Spanish wine was impressive as it has the best value for money based on its price-quality ratio.

Professor Stephen James Hall, Head of Centre for English Language Studies, positively commented on the presentation, stating: "The depth and breadth of data was presented with the clarity of fine, vintage Rioja." Prof Hall is also a wine educator, taster and writer. •



From L-R: Dr Daniel Chong, Prof Marcus Stephenson, Prof Stephen Hall and Prof Fernando Cortinas



Prof Fernando explaining on wine production, consumption and trade

# Awards & Achievements



thus far in 2019

## Malaysia Junior Chefs Seminar and Challenge 2019

Sunway University Young Chefs team – Alicia Tay Xin Jie, Amanda Cheah Pui Mun, and Tsen Jun Yan led by Chef Lee Han Ying emerged as Champions in the Potatoes USA – Malaysia Junior Chefs Challenge 2019 competed with 9 other teams. All teams are required to prepare and present 3 courses, featuring USA Potatoes products. The panel of judges comprised culinary experts under the helm of Chef Federico Michieletto, President of Bocuse d'Or Academy Malaysia.



## Asian Pastry Chef of the Year 2019

Chef Chong Wei Tzeh, Teaching Fellow of the School of Hospitality came forward as the champion at the Global Pastry Chefs Challenge – Malaysia Region and participated at the Global Chefs Challenge (Asia Selection), which was held recently in Bangkok. Chef Chong Wei Tzeh won Silver and was placed 2nd Runner Up for the battle of the Asian Pastry Chef of the Year 2019 at the Global Pastry Chefs Challenge (Asia Selection).



## Business & Major Events Challenge 2019 – Team PIE

The Sunway PIE team comprising Par Mei Gee, How Zi Ying and Ho Tze Yin and Ku Li Min, became 2nd runner-up for the team's impressive BAKERY, CONFECTIONERY AND DESSERTS EXPO 2021 business idea. The team also made the judges' favourite for Best Presentation! The competition is an annual national event organised by the Business & Major Events Academic Council of the Malaysia Convention & Exhibition Bureau for events & hospitality management students across the nation.



## Business & Major Events Challenge 2019 – Team Sunny Bears

Desmond Lean Khiaw Hong, Tan Wan Yong, Amber Tan Wan Xin and Irene Ng Wei Na, who made up the Sunny Bears team with the business idea "Food for Future 2021" and came forth as the 3rd runner-up.

## Dr Kamelia Chaichi wins Best Paper Award at the 2nd ICoHOTH

Of the best papers at the 2<sup>nd</sup> International Conference of Health-Oriented Tourism & Hospitality, two academicians from Sunway Education won the Award – Dr Kamelia Chaichi (School of Hospitality) and Dr Sally Anne Param (AUSMAT, Sunway College). Dr Kamelia is also a active researcher who has Scopus publications in relation to hospitality, airlines, and consumer behaviour.



# Giving Back *to* SOCIETY



## CHINESE NEW YEAR FETE FOR A CHARITABLE CAUSE

16 Students from the Diploma in Hospitality Management (DHM) and Diploma in Events Management (DEM) of the School of Hospitality, held a Chinese New Year celebration for the orphans from Destiny Starting Point Children's Home and the underprivileged children from the Great Heart Community Centre.

As part of the Community Service subject requirement, the students were given the task to come up with festive activities based on the Chinese New Year celebration, as well as to encourage learning regarding the festival and its culture amongst the children. The students organised fun-filled activities such as Mei-Blowing (where paint is splashed on the paper, and then straws are used to blow the paint into various pictures), Chopsticks & Beans (where beans are picked up and passed around using chopsticks), and Chinese Calligraphy Painting, as well as brewing Butterfly Pea Flower Tea.

## BRINGING HARI RAYA CHEER TO 300 CHILDREN

Teaching fellows - Professor Chef Patrick Siau, Chef Rene, Chef Amirah and Chef Han Ying along with students from the Diploma in Culinary Arts and BSc (Hons) Culinary Management joined hands to bring cheer to 300 children in this Hari Raya Event.

The team conducted a cupcake decorating session and the "Food Heroes Challenge" programme, teaching children on reduction of food waste and to consume food sustainably.

Also present at the event was the HRH Crown Prince of Selangor, Tengku Amir Shah Ibni Sultan Sharafuddin Idris Shah Alhaj who was the evening's guest of honour.



## REBUILDING LIVES, WHILE SERVING GREAT FOOD

The students of School of Hospitality went to PichaEats, an organisation which provides catering service and meal box delivery service prepared by refugee families. On Mother's Day, the students bore gifts, and visited the refugee mothers at their respective residences.

To further support the cause, the students also raised funds for the organisation by promoting sales of the meals prepared by PichaEats at the Sunway campus grounds.

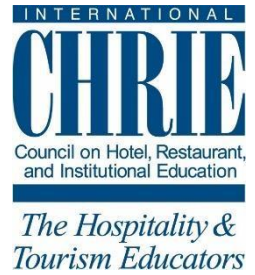




# INSTITUTIONAL MEMBERSHIPS



The School of Hospitality is a member of notable institutional bodies which provides networking opportunities, also keeping the School abreast of the latest and emerging trends within the hospitality industry.



## Collaborate with the School of Hospitality!



The School of Hospitality is devoted to expanding its research and educational horizons. Therefore, we are continually open to international and regional collaborations in relation to the fields of hospitality and tourism, events and culinary arts.

For collaboration opportunities, please contact Evelyn Loh at [evelynloh@sunway.edu.my](mailto:evelynloh@sunway.edu.my).