

DECEMBER 2020

# THE NEWSLETTER

School of Hospitality & Service Management

## THIS ISSUE

Achievements at the  
***CULINARY OLYMPICS 2020***

LAUNCH OF THE  
***Centre for Hospitality  
Innovation and Leadership  
(CHIL)***

WINNING THE BID TO HOST THE  
APacCHRIE Conference 2022

**RESEARCH HIGHLIGHTS**  
Latest publications and projects

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Photo by Dr Tan Ai Ling

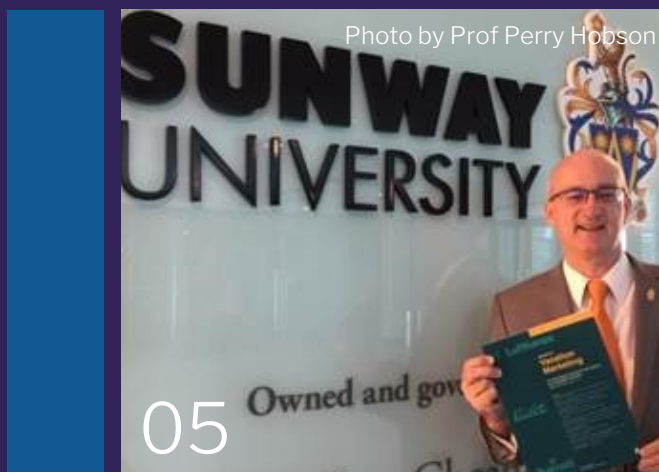


Photo by Prof Perry Hobson



Photo by Dr Alexander Trupp



## DISCOVERING NEW KNOWLEDGE IS NEVER OUT-OF-STYLE

The Austrian Journal of South-East Asian Studies (ASEAS) provides free access to its readers. Read more about this journal on p. 7 of this newsletter.

## FREE ACCESS

This journal covers a myriad of topics including tourism, social media and health. For access, please visit:

<https://aseas.univie.ac.at/>



# THE DEAN'S MESSAGE

2020 has indeed been a challenging year for all of us. We cannot move past the year without discussing the COVID-19 pandemic. It has been a year of multifaceted digital transformation. Although organisations were thrust into "the new normal", we were adamant in rising beyond these challenges as we embraced technology in teaching, learning, and research. We have learnt so much and have truly benefitted accordingly.

I am delighted to announce that the School has changed its name to the School of Hospitality and Service Management (SHSM). This is aligned with the direction of the School to deliver service-related tertiary education programmes with a management emphasis. It is our ethos that the skills and knowledge gained by our graduates are transferrable to the service sector industries.

On the research forefront, the School's academics have produced some very interesting research work this year and I am looking forward to providing you with more detail on these outputs in this newsletter. We have contributed to a range of such subject areas as indigenous food, street food, tourism mobilities, environmentally friendly hotels, tourism development in South-East Asia, community-based tourism, heritage tourism, smart tourism cities, consumer behaviour and accommodation choice, and tourism and sustainability. The support infrastructure for research that was clearly established in 2018 is certainly having a profound impact on the publication of papers in high quality journals.

The School began the year with an international achievement, where the culinary team was awarded with one gold and one silver for the Restaurant of Nations and IKA Buffet categories respectively at the Internationale Kochkunst Ausstellung (IKA) or better known as the Culinary Olympics. This achievement would not be made possible without the close collaboration of our institutional partners.

The events management team was very prompt in meeting industry trends to develop a virtual event, Jom LOKA. This event saw collaborations with the SME (Small & Medium Enterprises) Corporation Malaysia to provide more visibility to small and micro business owners. Given its initial success, it is anticipated that this concept will be productively advanced in the future.

Please do enjoy our newsletter which profiles activities and achievements for 2020, and also keeps you informed of research-related matters.

**Professor Marcus L. Stephenson**

Dean - School of Hospitality and Service Management

Photo by Sunway University



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## Cover photo

Courtesy of Sunway University

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## **CONGRATULATIONS! FOR WINNING THE BID TO HOST APacCHRIE 2022**

The School of Hospitality and Service Management (SHSM) is delighted to announce that it will host the prestigious APacCHRIE Conference in 2022. The proposed theme will be: "Creating Tourism Sustainably in Challenging Times".

APacCHRIE or the Asia Pacific Council on Hotel, Restaurant and Institutional Education is a leading not-for-profit professional association, which provides

programmes and services to continuously uplift the quality of global education, research, service and business operations in the hospitality and tourism industry.

The APacCHRIE annual conference brings together hospitality and tourism educators, and students to interact, discuss and exchange thoughts and ideas in the hospitality-related fields. It is indeed the School's pleasure to host a renowned regional conference via a hybrid mode of delivery. We are looking forward to showcasing the vibrant Sunway University and Sunway City on an international arena. ▀

## **RECENT UPDATES SCHOOL OF HOSPITALITY & SERVICE MANAGEMENT**

One of the most recent development of the School of Hospitality and Service Management (SHSM) is the launch of the Centre for Hospitality Innovation and Leadership (CHIL). CHIL aims to strengthen industry collaborations for the School, critical to the development of hospitality education and research.

Spearheaded by Ms Anisha Chai, Principal Teaching Fellow of SHSM, CHIL aims to strengthen our synergies with industry - particularly in terms of talent development, co-training, leadership, university and hotel-based integrated

## **LAUNCH OF THE CENTRE FOR HOSPITALITY INNOVATION & LEADERSHIP (CHIL)**

learning platforms, business initiatives and research.

Addressing the need to bridge the gap between academia and industry, this centre will also spur collaborations in terms of the development for course curricula, and provide support for hospitality research and consultancy. As the business environment today is volatile, it is pertinent for scholars to conduct industry-relevant research, which will contribute to the sustenance and development of the industry. ▀

# HIGHLIGHTS ON LATEST RESEARCH ADVANCEMENTS

stay informed of our colleagues' latest research developments

\*Please click on title to access abstract

**B**

Bianchi, R. V., Stephenson, M. L., and Hannam, K. (2020). The contradictory politics of the right to travel: mobilities, borders & tourism, *Mobilities*, 15(2). pp. 290-306.

Butratana, K., and Trupp, A. (2020/21). Gender, class, and paradoxical mobilities of Thai marriage migrants in Austria, *Singapore Journal of Tropical Geography*. Online first: <https://doi.org/10.1111/sjtg.12343>

**C**

Chaichi, K., Dahlia, Z., Yuhanis, A. A., and Leong, M.K. (2020). The impact of positive psychological personalities on employee's attitude and turnover intention, *International Journal of Innovation, Creativity and Change*, 11(8). pp. 144-160.

Chong, D.K.L and Stephenson, M. L. (2020). Deciphering food hawkerpreneurship: Challenges and success factors in franchising street food businesses in Malaysia, *Tourism and Hospitality Research*, 20(4), pp. 493-509.

Chong, D.K.L. (2020). The side effects of mass tourism: the voices of Bali islanders, *Asia Pacific Journal of Tourism Research*, 25(2), pp. 157-169.

**D**

Dolezal, C., Trupp, A. and Bui, H.T. (2020). Tourism and development in Southeast Asia, Routledge, London.

Dolezal, C., Trupp, A. and Bui, H.T. (2020). Tourism and development in Southeast Asia: Concluding remarks and future outlook, In: Tourism and development in Southeast Asia. Routledge, London, pp. 214-218.

Dolezal, C., Trupp, A. and Prasit, L. (2020). Researching tourism and development in Southeast Asia: Methodological insights, In: Tourism and Development in Southeast Asia. Routledge, London, pp. 41-56.

**I**

Io, M. U., and Chong, D.K.L. (2020). Determining residents' enjoyment of Cantonese opera as their performing arts heritage in Macao, *Annals of Leisure Research*, 1-18. Online first: <https://doi.org/10.1080/11745398.2020.1804416>

**L**

Lei, Wang and Wong, P. P. W. (2020). Marketing of environmentally friendly hotels in China through religious segmentation: a theory of planned behaviour approach, *Tourism Review*.

**M**

Mansor, N. A., Ibrahim, M., Rusli, S. A., Simpong, D. B., Razak, N. F. A., Samengon, H., Ridzuan, N.A., and Othman, N. A. (2019/2020). Empowering indigenous communities through participation in tourism, *International Journal of Tourism Anthropology*, 7(3-4), 309-329.

**N**

Nomnian, S., Trupp, A., Niyomthong, W., Tangcharoensathaporn, P. and Charoenkongka, A. (2020). Language and community-based tourism use, needs, dependency, and limitations, *Austrian Journal of South-East Asian Studies*, 13(1). pp. 57-79.

**S**

Shah, C. and Trupp, A. (2020). Trends in consumer behaviour and accommodation choice: perspectives from India, *Anatolia: An International Journal of Tourism and Hospitality Research*, 31(2). pp. 244-259.

Stephenson, M. L. and Dobson, G. (2020). Deciphering the development of smart and sustainable tourism cities in Southeast Asia: A call for research, *Austrian Journal of South-East Asian Studies*, 13(1). pp. 143-153.

Stephenson, M. L. and Goldfinch, S. (2020/21). Post-Brexit Tourism and the Commonwealth Reimagined, In Andrews, H. (Editor). Tourism and Brexit: Travel, Borders and Identity. Channel View Publications.

**T**

Tharmabalan, R.T. (2020/2021). The Plight of the Orang Asli Women in Malaysia: Promoting Wild Edible Plants Through Street Food, *Women Empowerment and Well-Being for Inclusive Economic Growth*, 214-226.

Trupp, A. (2020). Migration into tourism micro-entrepreneurship – socioeconomic advancement or mobility trap?, In: Tourism and development in Southeast Asia. Routledge, London, pp. 118-132.

Trupp, A., and Dolezal, C. (2020). Tourism and the sustainable development goals in Southeast Asia, *Austrian Journal of South-East Asian Studies*, 13(1). pp. 1-16.

Trupp, A., Dolezal, C. and Bui, H.T. (2020). Mapping tourism, sustainability, and development in Southeast Asia, In: Tourism and development in Southeast Asia. Routledge, London, pp. 3-22.



# THE ORANG ASLI *HEALTHY DIET*

*a discussion on microbiomics*

Professor Sven Pettersson, Honorary Professor at Sunway University from Nanyang Technological University Singapore visited the School of Hospitality to understand further about aspects of healthy food. Ms Rachel Thomas, Lecturer of the School presented her latest research work on the Orang Asli's cooking methods and food preparation. Ms Rachel indicated that there are several cooking techniques and eating habits of the Orang Asli that modern day society could replicate given its health benefits. Light-boiling of food is one of the techniques used to remove toxic substances. At times, food is also prepared using bamboo for the purpose of reducing noncommunicable diseases (NCD), especially for the elderly. Early dinner hours are also embedded into the lifestyles of the Orang Asli. There is a constant search to look to new trends for sustainable eating and living habits. Nonetheless, the ancestors to the land have had the answers all along, which not only safeguard the earth but also improve one's health and wellbeing. ▀



**Ms Rachel Thomas**  
*Lecturer*

Ms Rachel Thomas works closely with the Orang Asli community. Some of her research interests include nutrition and well-being, revitalisation of traditional food, sustainable food and forgotten crops, food safety, as well as the effects of functional food on non-communicable diseases (NCD).



Photo by Rachel Thomas

## RESEARCH GRANT PROJECTS

*with Dr Tan Ai Ling*

Earlier this year, Dr Tan Ai Ling has successfully attained the Dialogue on Innovative Higher Education Strategies (DIES) ProGRANT Proposal Writing for Research Grants, awarded by the German Academic Exchange Service (DAAD) and the German Rectors' Conference (HRK), with Malaysia and Indonesia as the participating countries. The aim of ProGRANT is to train researchers and young PhD holders in developing a promising research proposal for national or international research funding. Given the international nature of this grant, it promotes international research and collaborations. Dr Tan Ai Ling is one of the 30 recipients in this region to participate in this programme.

>>>>>>> *continued on next page*



Photo by Dr Tan Ai Ling

Additionally, Dr Ai Ling is also a recipient of the Islamic Tourism Research Grant alongside Ms Vijaya Arumugam and Ms Siti 'Atikah (from Sunway University), and Dr Rokshad Tavakoli and team (from Taylor's University). This research project particularly focuses on “big data analysis on Muslim travellers’ behaviour in Malaysia”. Stay connected with Dr Ai Ling and the team to find out about more about her research work. ■

#### Dr Tan Ai Ling

##### *Programme Leader of BSc (Hons) Culinary Management*

Dr Tan Ai Ling research interests revolve around food culture, food behaviour, service quality and recovery. She is a recipient of multiple research grants such as the DAAD DIES ProGrant, Islamic Tourism Research Grant and the Sunway Internal Grant. She is also project leader for the Malaysia Convention and Exhibition Bureau (MyCEB) nationwide survey, to collect data from International Association-hosted events and the International Trade Exhibition in 2019.



## ENGAGING AS AN EDITOR

### *Journal of Vacation Marketing*

The Journal of Vacation Marketing (JVM) is published by Sage, and is clearly positioned as an applied tourism marketing journal. JVM publishes research papers and case studies on topics relating to marketing destinations and business organisations involved in the wider tourism, hospitality and events industries. It is ranked by the Australian Business Dean's Council (ABCD) as an 'A' journal (top 20%), and is also indexed in SSCI in two categories.

Professor Perry, Editor-in-Chief of the JVM commented that, "There are likely two reasons for the increase in number of

tourism marketing papers submitted this year. First, some academics rushed to complete and submit research that had been done before COVID hit. Second, more recently there has been a burst of papers about COVID, and its impact on the marketing of destinations and the likely impacts on changes to consumer behaviour."

### QUICK LINKS

Journal of Vacation Marketing:  
[bit.ly/JVM-SageJournals](http://bit.ly/JVM-SageJournals)

CAUTHE 2021: Meet the Editors  
[bit.ly/CAUTHE2021-MeetTheEditors](http://bit.ly/CAUTHE2021-MeetTheEditors)



Moving forward in 2021, Professor Perry Hobson hopes to share more about the journal's focus at a “Meet the Editors” session, at the first ‘virtual’ annual conference of the Council of Australasian Universities in Tourism and Hospitality Education (CAUTHE) in February. Click the link above to find out more ■



*Alexander highlighted that understanding local communities is a continuous effort, where building rapport and trust is part of the research process.*

# RESEARCHER AND ADVOCATE

*Meet Dr Alexander Trupp*

Dr Alexander Trupp hails from Austria and is currently an Associate Professor, and the Associate Dean for Research and Postgraduate Studies at the School of Hospitality and Service Management (SHSM). He initially specialised in the areas of tourism, regional geographies, and population studies. Initially, Alexander's work revolved around qualitative research, which was mainly attributed to his master's thesis research on host perspectives of local communities in the highlands of Northern Thailand.

He continued his work at the University of Vienna (Austria), Mahidol University (Thailand) and the University of the South Pacific (Fiji), facilitating unique opportunities to teach international students and carry out extensive field research in various tourism, mobilities, and hospitality contexts in Europe, South-East Asia and the Pacific Islands Region. Alexander published in several highly ranked journals and is the author of the research monograph *Migration, Micro-Business and Tourism in Thailand* (2017, Routledge) and co-editor of *Tourism and Development in South-East Asia* (2020, Routledge).

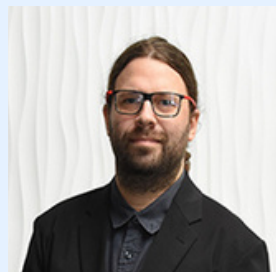
Alexander is also the Editor-in-Chief for the Austrian South-East Asian Studies (ASEAS), a Q2 Scopus-indexed open-access journal (featured next page). He also mentioned that a good quality research paper needs to convince readers with an element of "novelty" which is sought after by the editorial board.

The editorial board of ASEAS is working together with a broad range of international reviewers to evaluate and publish papers more effectively, and increase visibility in international contexts. An author-centric approach has been adopted, by introducing an 'online first' service as well.

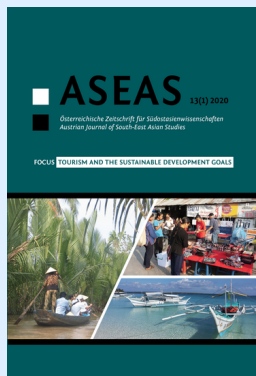
On a final note, Alexander also shared several tips on successful publishing: A catchy research title may be pertinent but a good paper is also equivalent to a well-defined research objective and questions, and a justified approach. He also encourages colleagues to collaborate with other scholars in research and writing, and sometimes be a little more confident about one's own strengths in doing and writing up research. ■

**Assoc Prof Dr Alexander Trupp**  
**Associate Dean for Research and Postgraduate Studies**

Dr Alexander is an active researcher in areas of tourism and hospitality in Asia and the Pacific Islands, mobilities and the intersections of tourism and migration, tourism for development, sustainable tourism, Asian tourism, and tourism microbusinesses. He is also the editor-in-chief of the Scopus-indexed (Q2) Austrian Journal of South-East Asian Studies (ASEAS). His research has been published in more than sixty publications, including highly ranked journals such as *Annals of Tourism Research* and *Journal of Travel and Tourism Marketing*.







## FEATURING THE AUSTRIAN JOURNAL OF SOUTH- EAST ASIAN STUDIES (ASEAS)

### Background: Journal History

The Austrian Journal of South-East Asian Studies (ASEAS) was developed by a group of researchers with an interest in the South-East Asian context. These researchers, from various social sciences backgrounds, were brought together by the same vision, that is to share knowledge with communities around the world without restraint. The foundation of this ideology has shaped the accessibility of the journal, where there are no fees charged for individuals who would like to submit articles or gain reading access. This year, ASEAS celebrates 13 years of publishing.

### About ASEAS

The Austrian Journal of South-East Asian Studies (ASEAS) is an international, interdisciplinary and open access social sciences journal covering a variety of topics relating to the fields of geography, politics, society, and culture, from both historical and contemporary perspectives in the regional context of Southeast Asia. ASEAS is indexed in a growing number of databases, including SCOPUS, SJR Q2, DOAJ, SSOAR, Google Scholar, EBSCO, ProQuest, Sowiport, and Europeana.

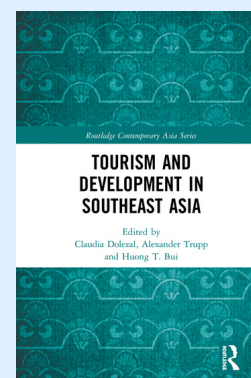
ASEAS publishes two issues per year and

welcomes article submissions on a continuing basis. The journal invites established as well as young scholars to present research results and theoretical and methodological discussions, to report about on-going research projects or field studies, publish conference reports, conduct interviews with experts in the field, and review relevant books. Articles on other topics within the scope of the journal can be submitted and will be reviewed on a rolling basis. Find out more about ASEAS and access articles here: [aseas.univie.ac.at/](http://aseas.univie.ac.at/) ■

## TOURISM AND DEVELOPMENT IN SOUTHEAST ASIA

*Edited by Claudia Dolezal, Alexander Trupp and Huong T. Bui*

The Tourism and Development in Southeast Asia is co-edited by Claudia Dolezal, Alexander Trupp and Huong T. Bui. This book analyses the role tourism plays for sustainable development in Southeast Asia. It seeks to assess tourism's impact on residents and localities across the region by critically debating and offering new understandings of its dynamics on the global and local levels. Contributors from within and outside of Southeast Asia raise awareness of the local challenges, including issues of ownership or unequal power relations, and celebrate best-practice examples where tourism can be regarded as making a positive difference to residents' life. To find out more, click onto this link: [bit.ly/3kFUpw1](http://bit.ly/3kFUpw1) ■



## SMALL BUSINESS VENTURES: GUEST LECTURE SERIES

## DEGREE STUDENTS' EDUCATIONAL JOURNEY IN UNDERSTANDING ENTREPRENEURSHIP



Ethan Poon



Marcus Low



Peter Choo



Brent Chang



Joan Yeoh

Small Business Ventures is a module for the bachelor's degree programmes at the School of Hospitality. This module involves theory classes, case references via guest lectures, and business proposal bids to simulate an entrepreneurial environment. Dr Teh Pek Yen, Programme Leader of BSc (Hons) Conventions and Events Management and subject leader of Small Business Ventures mentioned that, "This subject provides real case references and students would need to draw up business proposals, putting together their business and managerial skills to the test."



Photo by tirachardz

The recent semester saw over 100 students from various disciplines enrolled into this subject. Students are trained to understand the feasibility of the specific business ventures, forecast financial growth, and establish strategic planning. Several interesting business ideas popped-up, including "glamping", food kits, and cloud kitchens.

Distinguished speakers from the service industry were also invited to share with students about their entrepreneurial journey. The topics that were presented are as follows:

- "How to start-up a business without funding" by Mr Ethan Poon, Smart Choice Solution
- "Restaurateur - Sounds sexy but not easy" by Mr Marcus Low, Restaurateur of Table & Apron and Universal Bakehouse
- "Brand awareness - How does it work?" by Mr Peter Choo, CEO of Kinetic Malaysia
- "Gear-up your online business" by Brent Chang, Founder of caketgether.com
- "Winning the brick vs click battle" by Ms Joan Yeoh, Country Director of Love, Bonito.

Students could draw inspirations from these enthusiastic professionals. Apart from sustaining a business, organisations today need to also enrich the lives of global communities through social responsibility - that is the challenge businesses are currently facing. ■

**Dr Teh Pek Yen**  
Programme Leader of BSc  
(Hons) Conventions and  
Events Management

Besides teaching tourism and event-related subjects, Dr Yen also actively conducts research in areas concerning the Korean Wave, Korean drama-induced tourism, tourist behaviour, sustainable tourism and heritage tourism.



Photo by Jom LOKA



grocers were struggling to make ends meet. With this, the students had an idea to set up a virtual platform for local vendors, online vendors, micro businesses, and small-medium enterprises to promote their products and services – that was how Jom LOKA came into fruition.

## JOM LOKA, A VIRTUAL EVENT PARTNERED WITH SME CORPORATION

Jom LOKA is a virtual event put together by the School of Hospitality BSc (Hons) Conventions & Events Management students under the supervision of subject lecturer Ms Hairani M Nur, Senior Teaching Fellow.

Given limited mobility due to the COVID-19 pandemic, many local vendors and

This event partnered with SME Corporation Malaysia, a central agency for startups, micro businesses and SMEs, and was sponsored by [Printcious.com](https://www.printcious.com), an online DIY gift printing platform. Profits from this event were channelled to PUAKE Payong, a charity organisation advocating for a safe space for children by building self-esteem, knowledge and skills. Jom LOKA's Facebook posts reached 2,000 people, whereas on average 100 viewers were present for its live events including fitness and entertainment sessions. ■

## STUDENTS AT THE CULINARY OLYMPICS AT STUTTGART, GERMANY

The School of Hospitality students collaborated with Kolej Yayasan Pahang, forming the Malaysia national team, and participated in this quadrennial culinary competition. The Culinary Olympics or Internationale Kochkunst Ausstellung (IKA) 2020 witnessed over 2,000 chefs from more than 60 nations in its culinary competitions. It is truly an achievement when the team brought home a gold medal for the Restaurant of the Nations and a silver medal for the Buffet categories. The Malaysia national team showcased authentic Malaysian flavours

*"Enhancing students' learning experiences by going beyond a traditional classroom setting"*

in these categories. Team coach and Teaching Fellow, Chef Soon Pau Voon highlighted that, "Competing in the IKA / Culinary Olympics gives an opportunity for young chefs to enhance their learning experience beyond the confines of a kitchen. We are proud to highlight the tapestry of flavours of our Malaysian cuisine." ■



Photo by TC Fotografi



## CELEBRATING INTERNATIONAL CHOCOLATE DAY WITH THE LAUNCH OF AN EXCLUSIVE BAKE SALE



Photo by Sunway University

Organised by Professor Chef Patrick Siau and in collaboration with the Sunway Student Ambassadors, the culinary team of the School of Hospitality hosted a bake sale to raise funds for a children's home to purchase educational resources.

School of Hospitality students volunteered with PERTIWI Soup Kitchen to distribute food to the homeless and those in need in Kuala Lumpur. Pre-packed food were distributed to an estimated amount of 450 individuals. This project was held along with the PERTIWI Health Services project.

Photo by Sunway University



### STUDENTS VOLUNTEERED WITH PERTIWI SOUP KITCHEN

## STAY IN TOUCH | COLLABORATE

The School of Hospitality and Service Management (SHSM) 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).

# SCAN ME

To know more about us!

