

HOSPITALITY AND SERVICE MANAGEMENT

Postgraduate
- Prospectus -
2022

SUNWAY
UNIVERSITY 
A CLASS ABOVE



COMMITTED TO QUALITY EDUCATION
ALIGNED TO GLOBAL STANDARDS IN
TEACHING, LEARNING & RESEARCH

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SUNWAY IS ONE OF THE TOP 150 UNIVERSITIES IN THE WORLD UNDER 50 YEARS OLD

Sunway University is a leading not-for profit private university committed to the pursuit of educational excellence through scholarship, research and enterprise.

The University is ranked among the top 750 universities in the world according to the QS World University Rankings 2021 and is ranked among the top 18% in the QS Asia University Rankings 2022. It has a 5-Star institutional rating in the QS Stars University Ratings in its latest assessment, demonstrating excellence in the individual categories of "Teaching", "Employability", "Facilities", "Inclusiveness" and "Social Responsibility".

The University also enjoys the 5-Star "Excellent" rating in the National SETARA quality assessment, a rating that has been consistently maintained since 2009.

All these accolades bear testament to Sunway's resolve in ensuring high quality teaching, research and service excellence.



United Nations chosen destination for Sustainable Development Goals in Asia



INTRODUCTION SCHOOL OF HOSPITALITY AND SERVICE MANAGEMENT

At the School of Hospitality and Service Management (SHSM), Sunway University, hospitality education is being re-defined to adapt to global challenges and the transformational nature of the service industry. The School provides high quality education in teaching, learning and research in the fields of hospitality, culinary, and events-related industries. Through lecture sessions, workshops and interactive seminars, School educators will engage postgraduate students in thought-provoking discussions and case study applications to sharpen the analytical and critical thinking skills that are particularly crucial for effective leadership.

With its quality of teaching and learning in the hospitality field, the School of Hospitality and Service Management has been awarded a 5-Star (Excellent) rating for its programmes in the D-SETARA 2012, a Discipline-Based Rating System developed by the Malaysian Qualifications Agency (MQA). In 2017, the University achieved a Tier 5 "excellent" rating in the Malaysian Rating for University and University College Excellence (SETARA-2017).

In a period where hybrid learning has become prevalent, teaching and learning is enhanced through classroom internationalisation and digital technologies - all of which are delivered by industry professionals and renowned academic experts. Each postgraduate student will also be able to work closely with lecturers and professors to develop research insights that could contribute to industry growth and specified fields of study. Students can expect to further advance their hospitality management skills and industry knowledge, pertinent to their career development pathway.

Ultimately, the postgraduate programmes are developed based on a student-centred learning approach which is a testament to our ethos "Committed to quality education aligned to global standards in teaching, learning and research". We look forward to sharing a passion in the hospitality field and welcome you to embark on an academic journey that will last a lifetime.



WELCOME BY THE DEAN

Greetings and welcome to the School of Hospitality and Service Management (SHSM), Sunway University.

Here at SHSM, postgraduate study focuses on the student's professional development as well as research abilities, necessary to prepare students for a successful career upon graduation. To enhance research activities and collaborations, the School has also established the Asia Pacific Centre for Hospitality Research (APCHR). Through APCHR, postgraduate students could extend their research network and participate in scholarly discussions, both of which are useful for their research projects. As the School is a member of internationally recognised institutions, students also have the opportunity to participate in conferences and seminars to share their research developments and ideas.

Furthermore, Sunway University is located in Sunway City, a sustainable township surrounded by hospitality, health and wellness, gastronomic, and leisure and entertainment facilities, which give the School further opportunities in hospitality education and research.

The interface between academia and industry are also enhanced by the School's Centre for Hospitality Innovation and Leadership (CHIL), where student's learning processes are integrated with the industry to further enhance soft skills, hence, making students more outstanding in the real world. Indeed, the School is surrounded by a conducive environment for those looking for an exciting postgraduate educational journey.

On behalf of the School and my colleagues, I welcome you to join with us to attain your postgraduate hospitality education.



M. Stephenson

Professor Marcus Stephenson

Professor of Tourism and Hospitality Management
Dean - School of Hospitality and Service Management

DISTINCTIVE SUNWAY EXPERIENCE

Asia Pacific Centre for Hospitality Research (APCHR)

The Asia Pacific Centre for Hospitality Research (APCHR) is established to foster research activities and advancements by the School of Hospitality and Service Management (SHSM) and to further develop collaboration with local and international partners. One of the centre's activities is the Research Seminar where scholars discuss recent research, issues and trends in the fields of hospitality, tourism, leisure, culinary arts and events. Recent presentations included:

- **"Mines where academics can dig for gemstones: A case from a small Chinese Temple"** by Dr Ku Kei Ieng (Tammy), Lecturer, School of Tourism Management, Institute for Tourism Studies Macao
- **"How to put resilient tourism into practice?"** by Dr Nicole Haeusler, Senior Consultant at mascontour GmbH, Berlin & Honorary Professorship at University of Sustainable Development Eberswalde, Germany
- **"COVID-19, wellbeing and outdoor tourism"** by Assoc Prof Yana Wengel, Hainan University-Arizona State University Joint International Tourism College, China
- **"Exploring the socio-cultural sustainability of events"** by Assoc Prof Judith Mair UQ Business School, The University of Queensland, Australia
- **"Sustainable and inclusive wellness tourism for a post COVID-19 recovery strategy in Southeast Asia"** by Dr Jaeyeon Choe, Insita Sustainable Business Consulting, Bali, Indonesia
- **"Tourism in a world of disorder: A return to the Vanua and kinship with nature"** by Dr Apisalome Movono, Massey University, New Zealand
- **"Empowerment and social change in tourism"** by Dr Claudia Dolezal, IMC University of Applied Sciences, Austria
- **"The globalisation of Thai cuisine: migration, tourism and gastrodiplomacy"** by Asst Prof Dr Sirijit Sunanta Mahidol University, Thailand

Centre for Hospitality Innovation and Leadership (CHIL)

Developing synergies with the industry is indeed the aim of the Centre for Hospitality Innovation and Leadership (CHIL). CHIL acts as a platform for talent development, co-training, leadership enhancement, integrated place-based learning, business innovation efforts and research. These will strengthen the technical and managerial skills for students, boosting their employability in the job market. Hence, the objectives of CHIL are to:

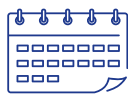
- Bridge the gap between academia and industry in educational delivery offered by the School of Hospitality and Service Management
- Upgrade workforce competency through the production of training materials and training programmes.
- Support hospitality business operations with consultancy and research, as the hotel resorts are unique and ideal sites.
- Strengthen industry and employer reputation through the suggested mix of collaboration in internships, training, teaching & learning, and research.

MASTER IN INTERNATIONAL HOSPITALITY MANAGEMENT



DURATION

Full-Time - 1 year
Part-Time - 2 years



INTAKES

January, April, August

Hospitality is a growing industry that continually innovates to meet the demands of global customers. As the Master in International Hospitality Management represents the service industry, which is evidently growing in advanced economies, this programme will open doors to numerous specialised fields.

The Master in International Hospitality Management (MIHM) is curated to meet the constantly evolving hospitality industry needs. Graduates of the MIHM will be equipped with industry insights, inter-disciplinary knowledge, global management styles and strategic decision-making techniques, preparing individuals for managerial roles in the hospitality and tourism.

In this programme you can expect critical discussions concerning emerging issues and key principles from international dimensions with regards to hospitality management. Students can also expect thorough yet in-depth research studies comprising planning, organisational insight, strategy, and data analyses at a higher-level, crucial to the advancement and innovation of the industry.



CAREER PROSPECT



- Management and leadership roles in the service sector industries
- Regional general manager / operations director / executive business development manager
- Hospitality education in the further and higher education sectors
- Destination planner
- International liaison for market development
- Market surveys / market intelligence manager
- Consultant for the service sector and business start-ups
- International planner for events / projects
- Product research and development
- Entrepreneur

ENTRY REQUIREMENTS

POSTGRADUATE PROGRAMME

Bachelor's Degree

Other Qualifications

MASTER IN INTERNATIONAL HOSPITALITY MANAGEMENT

- A Bachelor's Degree with a minimum CGPA of 2.50 or its equivalent as accepted by the University's Senate.
- OR
- A Bachelor's Degree or equivalent with CGPA below 2.50, can be accepted subject to a minimum of five (5) years of working experience in relevant field.
- Any other qualifications will be considered on a case-to-case basis.

ENGLISH LANGUAGE REQUIREMENTS

Applicants whose medium of instruction for their Bachelor's degree was not English will be required to provide evidence of language ability.

IELTS

TOEFL

PTE Academic

- 6.0 or equivalent
- 100 (internet-based)
- 70 overall

PROGRAMME STRUCTURE

Students need to complete the following modules and one (1) research project.

- Marketing Innovation for Hospitality Business
- Competitive Strategies for Hospitality Business
- Research Methods for Hospitality and Tourism
- Brand Management for Hospitality Business
- Global Food Management
- Leadership for Hospitality Business
- Advanced Revenue Management
- Contemporary Issues in Hospitality
- Events Planning and Management
- Hospitality Research Project

AREAS OF RESEARCH

- Hospitality management
- Hotel studies
- Tourism and hospitality service marketing
- Heritage and culture tourism
- Tourism and hospitality human resources management
- Branding and promotions in tourism and hospitality
- Sustainability in tourism and hospitality
- Culinary studies
- Halal food studies
- Business travel and MICE
- Green events
- Communication in event studies

CLASS SCHEDULE

- Weekday: 6.00pm to 9.30pm
- Weekend (Saturday or Sunday): 9.00am to 5.00pm

HOW TO APPLY

Applicants are required to submit the following documents via email to: mihm@sunway.edu.my

- Postgraduate application form
- One passport-size photograph (white background)
- One photocopy of NRIC (only applicable to Malaysian applicants)
- One photocopy of passport (full passport including cover and blank pages; only applicable to International applicants)
- Certified copy of academic transcripts and completion certificate
- Detailed and updated Curriculum Vitae (CV)
- Evidence of English proficiency (if applicable)

CONTACT

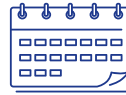
For more information, please email
Dr Philip Wong (Programme Leader) at
mihm@sunway.edu.my

DOCTOR OF PHILOSOPHY (PHD) IN HOSPITALITY AND TOURISM



DURATION

Full-Time - 3 years
Part-Time - 4 years



INTAKES

January, April, July, September



The Doctor of Philosophy (PhD) in Hospitality and Tourism at Sunway University is a PhD by research. As a PhD student at the School of Hospitality and Service Management, you can delve into a research topic you are passionate about and pursue an issue which is relevant within your work environment. A PhD research can thus be of high relevance to your current employment and contribute to new knowledge in specialised fields related to hospitality, tourism, and the service sector industries.

This PhD programme strengthens your research skills through thought-provoking research seminars provided by renowned international scholars, research methods trainings and independent research under supervision. The features of the programme create research opportunities for students through our unique offering and collaboration with our national and international partners and networks within ASEAN and beyond.

A Doctor of Philosophy (PhD) is the highest level of academic qualification one can achieve and sets you apart and places you at the forefront of your chosen field of research. PhD students at the School of Hospitality and Service Management are also invited to join the Asia Pacific Centre for Hospitality Research (APCHR), supporting your journey to become part of an international community and a group of respected scholars who actively shape and promote the advancements in hospitality and tourism.

CAREER PROSPECT



- Higher Education
- Academia – the academic or administrative stream
- Research and Development
- Consultancy

ENTRY REQUIREMENTS

POSTGRADUATE PROGRAMME

DOCTOR OF PHILOSOPHY (PHD) IN HOSPITALITY AND TOURISM

Master's Degree

- A Master's Degree (Level 7, MQF) or its equivalent in hospitality, tourism, or related fields as accepted by the University's Senate.
- OR
- Candidates who have a master's in a field that is not related to hospitality and tourism may be accepted if:
 - i. the first Degree is in hospitality, tourism or related field; or
 - ii. have five (5) years of working experiences in hospitality and tourism related industry.

ENGLISH LANGUAGE REQUIREMENTS

Candidates whose medium of instructions for their master's degree was not English will be required to provide evidence of language ability:

IELTS

- 6.0 or equivalent

TOEFL

- 100 (internet-based)

PTE Academic

- 70 overall





PROGRAMME STRUCTURE

PhD students will enroll in the 'Research Methods for Hospitality and Tourism' subject, which advances students' understanding in and application of developing, conducting, and disseminating their own research. The subject is not graded but must be successfully completed.

PhD candidates will be empowered to complete an in-depth study on a particular research topic in the form of a thesis, substantiated by a series of academic milestones including a proposal defense and a viva voce, where the research outcomes ultimately contribute to the knowledge base of hospitality and tourism and its scholarly and professional communities.

Additional required academic activities are regular consultations with the supervisory team, regular progress reports, the completion of a research ethics workshop and training programme, a conference presentation, and the submission of a manuscript to an academic journal.

This is a structure based on a 3-year full-time study duration.

Year(s)	Tasks, subjects, and activities
1-3	Regular consultation with supervisory team
1-3	Progress reports (every six months)
1-3	Participation Research Seminar Series
1	Research Ethics Workshop and CITI Programme
1	Research Methods for Hospitality and Tourism
1	Research proposal and proposal defense
2	Continuation of independent research and write-up under supervision
2/3	Presentation of (preliminary) findings at a conference
3	Submission of 'Work Completion Seminar'
3	Presentation of research at Research Seminar Series
3	Submission of a manuscript to peer-reviewed journal
3	Thesis submission and examination
3	Viva Voce presentation

Each PhD in Hospitality & Tourism student is required to submit a doctoral thesis containing 50,000 - 80,000 words.

AREAS OF RESEARCH

- Hospitality and service management
- Food, health, and well-being
- Sustainability in tourism and the service industries
- Events and destination management
- Mobilities

HOW TO APPLY

Applicants are required to submit the following documents via email to: shsm_phd@sunway.edu.my

- Postgraduate application form
- One passport-size photograph (white background)
- One photocopy of NRIC (only applicable to Malaysian applicants)
- One photocopy of passport (full passport including cover and blank pages; only applicable to International applicants)
- Certified copy of academic transcripts and completion certificate
- Detailed and updated Curriculum Vitae (CV)
- Evidence of English proficiency (if applicable)
- Research statement (format indicated in the next column)

After confirmation of general eligibility, a conversation (online interview) with potential supervisors would take place.

RESEARCH STATEMENT

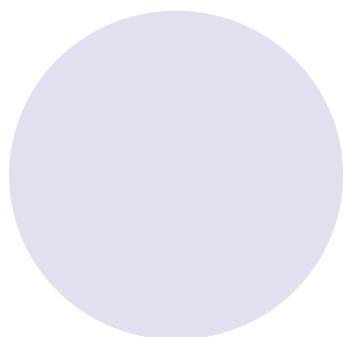
Kindly submit a research statement (1,000 words, excluding references) which includes the following:

- A working title for the proposed research
- Introduction and nature of research (including your motivation to study this topic)
- Literature review
- Research methodology
- References you have read relevant to this research area

The application documents will be evaluated by the PhD Committee which considers all applications based on the criteria approved by MQA.

CONTACT

For more information, please email **Assoc. Prof. Dr Alexander Trupp** (Programme Leader) at shsm_phd@sunway.edu.my



RESEARCH SUPERVISORS' AREAS OF EXPERTISE



PROFESSOR MARCUS LEE STEPHENSON

Professor of Tourism and Hospitality Management and Dean

- Tourism and citizenship: rights and responsibilities
- Islamic hospitality and tourism
- Tourism and hospitality development in small states: Gulf Cooperation Council states; islands in the South Pacific and Caribbean
- Tourism, race and ethnicity
- Cultural and heritage tourism - initiatives, developments and representations

DR ALEXANDER TRUPP

Assoc. Professor

- Tourism for development; sustainable tourism
- Hospitality and tourism microbusinesses
- Tourism, hospitality and gender
- Mobilities and the intersections of tourism and migration
- Qualitative methods

DR DANIEL CHONG KA LEONG

Assoc. Professor

- Sustainable food service management
- Hospitality operational management
- Consumer and organisational behaviour
- Services branding and management
- Heritage and conservation

DR KAMELIA CHAICHI

Senior Lecturer

- Human resource management and issues, and leadership in hospitality
- Hospitality branding
- Hospitality marketing
- Tourism / hospitality and technology
- Quantitative method, mixed methods



DR MAGGIE LEONG MEI KEI

Lecturer

- Hospitality marketing
- Hospitality branding
- Consumer behaviour
- Green marketing

DR PHILIP WONG PONG WENG

Senior Lecturer

- Destination marketing
- Destination branding
- Destination competitiveness
- Hospitality marketing
- Green marketing

DR RACHEL THOMAS THARMABALAN

Lecturer

- Nutrition and well-being
- Revitalisation of traditional food
- Sustainable food and forgotten crops
- Effects of functional foods on non-communicable diseases
- Food safety

DR TAN AI LING

Senior Lecturer

- Service quality and recovery
- Food choice behaviour
- Quality management
- Food sustainability
- Food supply chain management
- Food safety
- Food culture

DR TEH PEK YEN

Senior Lecturer

- Sustainable tourism
- Tourist's behaviour and motivations
- Heritage and conservation
- Muslim travelling behaviour
- Film-induced tourism

BURSARY & SCHOLARSHIPS

1. SHSM SERVICE INDUSTRY SCHOLARSHIP FOR POSTGRADUATE STUDIES

PARTICIPATING PROGRAMMES

- Master in International Hospitality Management

ELIGIBILITY CRITERIA

1. Full-time and part-time International and Malaysia students.
2. Applicant must not be a recipient of any other scholarships.
3. Must meet either one of the below criteria:-
 - a) Criteria 1
 - Meet the entry requirements of the programme.
 - Possess evidence of a minimum of 3 years working experience within the hospitality and tourism industry or other related service sector industries.
 - b) Criteria 2
 - Possess a recognised pre-university certification (STPM, diploma, matriculation, or equivalent) and have successfully attained the APEL T-7 recognition as awarded by the Malaysian Qualification Agency.
 - Possess evidence of a minimum of 5 years working experience within the hospitality and tourism industry or other related service sector industries.

SCHOLARSHIP VALUE

- 50% off tuition fee deduction

REQUIRED SUPPORTING DOCUMENTS

- Completed Scholarship Application Form.
- Certified true copies of academic transcripts.
- Letter of Intent for applying for the programme.
- Contact of at least one referee (name, affiliation, position, email contact)
- Career portfolio that details and evidence of work experience, career progression, current job responsibilities, awards and achievements, training and development, and any other supporting evidence that substantiates distinguished professional achievements.

APPLICATION PROCEDURE

1. Scholarship Application Form
 - Student LIFE
 - Admission Office
 - Sunway University / Sunway College Scholarship Website
2. Prepare the supporting documents.
3. Email the Scholarship Application Form along with supporting documents to Scholarship Unit at scholarship@sunway.edu.my within the stipulated deadline.

APPLICATION DEADLINE

1. 10th January 2022 (for January intake)
2. 28th March 2022 (for April intake)
3. 15th August 2022 (for August intake)

SCHOLARSHIP TERMS & CONDITIONS

1. Applicant can be Malaysian or International citizen.
2. Please refer to the General Terms & Conditions that apply to all scholarships:
<https://www.sunway.edu.my/scholarships/terms-conditions>
3. Applicant can only be entitled for 1 scholarship or bursary at a time whichever is higher.
4. The scholarship will be implemented from the 1st semester of the programme.

2. TAUGHT POSTGRADUATE PROGRAMMES

Eligibility Criteria for Sunway University Graduate Merit Scholarship

- Validity period of the Bachelor degree academic result to apply for Graduate Merit Scholarship is 2 years AND with a CGPA of 3.50 and above.
- Value of the scholarship is 50% off the total tuition fee.
- Application is applicable to ALL Bachelor degree graduates within Sunway Education Group as well as other higher education institutions.
- Applicants are only entitled to ONE scholarship offered by Sunway University at any one time, whichever amount is higher. It is not to be combined with any other scholarship or bursary.
- Applicants are required to submit their application to Student LIFE by submitting the following documents:
 - Academic qualifications/results (certificates and complete transcripts of Bachelor degree).
 - A copy of national identity card (Malaysian students) or passport (all pages for International students).

Eligibility Criteria for Alumni Bursary

- NO validity period of Bachelor degree academic results to apply for Alumni Bursary.
- Value of the Alumni Bursary is 30% off the total tuition fee.
- Application is ONLY applicable to Sunway College and Sunway University Bachelor degree graduates.
- Applicants are only entitled to ONE bursary offered by Sunway University at any one time, whichever amount is higher. It is not to be combined with any other scholarship or bursary.

3. POSTGRADUATE PROGRAMMES BY RESEARCH

Eligibility Criteria for Bursary or Scholarship

Bursary or Scholarship are open to all **full time postgraduate** students enrolled for programmes by research. Eligibility criteria are given in the table below. Additionally, applicants must meet all necessary entry requirements for their chosen programme of study and be in receipt of an unconditional offer from the University¹.

Awards made to students under this scheme shall take effect from the 1st day of enrolment and shall, subject to satisfactory performance and successful progression, last for the normal duration of the programme. The University reserves the right to withdraw the award at any time should the student's behaviour or performance be unsatisfactory, or the student withdraws or is withdrawn from the programme of study.

¹Applicants holding a conditional offer from the University may apply for a bursary / scholarship: Any offer of bursary / scholarship will be conditional upon the applicant fulfilling any and all conditions for enrolment on the programme.

Programme	FUNDED PROJECT SUPPORT SCHEME		BURSARY*		SCHOLARSHIP**	
	Mode of Study	Quantum	Mode of Study	Quantum	Mode of Study	Quantum
PhD by Research	Full-Time	100% tuition fee waiver	Full-Time	50% tuition fee waiver	Full-Time	100% tuition fee waiver

* Bursary is only offered to Sunway graduates from Sunway Education Group higher education institutions.

** Scholarship is open to Sunway and non-Sunway graduates.

IN PARTNERSHIP WITH THE WORLD

UNIVERSITY OF CALIFORNIA, BERKELEY

HARVARD UNIVERSITY

MASSACHUSETTS INSTITUTE OF TECHNOLOGY



LANCASTER UNIVERSITY

UNIVERSITY OF OXFORD

UNIVERSITY OF CAMBRIDGE



LE CORDON BLEU

ALIBABA BUSINESS SCHOOL



As part of our nation building ambitions, Sunway University has travelled the world seeking out the finest educational opportunities, bringing them closer to you.

LIVE

Whilst most universities have a campus, only Sunway University has a city. Experience a world-class education right here at Sunway City, Malaysia's model smart-sustainable city enabled by 5G.

LEARN

International collaborations with the world's most renowned institutions offer Malaysians world-class education at local prices, avoiding the expensive cost of overseas travel and unfavourable exchange rates.

LEAD

Currently pioneering research with the University of Cambridge to collaborate on ways to combat the Covid-19 pandemic in the Jeffrey Cheah Biomedical Centre at the University of Cambridge.

LEGACY

Located at Sunway City, Malaysia, Sunway University joins New York & Paris as one of the three United Nations Sustainable Development Solutions Network (SDSN) Centres in the world to coordinate continent-wide sustainable initiatives.

ONE UNIVERSITY, A WORLD OF OPPORTUNITIES.

A CLASS ABOVE

