

Sim Pei Lin

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Pei Lin grew up in CatCity (Kuching) Sarawak, and is an experienced lecturer who has worked in the education field for over 10 years. She is a passionate and friendly lady who enjoys sharing knowledge and skills with the younger generation.

She received her degree in Switzerland with UK university recognition, and was awarded her diploma in the Swiss Hotel Management School. During her studies overseas, she was trained and worked in a famous Chinese Fine Dining Restaurant in Zurich for two years. After graduating, she returned home and contributed her expertise to the Holiday Inn Damai Lagoon Resort in the food and beverage department and front office department for two years.

Pei Lin took the challenge and switched her interest into academia and taught a few hospitality subjects in the local college for four years. While embarking on her future career, she pursued her master degree in UK. She has been working at UCSI University Sarawak Campus since 2009 and has taken on various roles in the Faculty of Hospitality and Tourism Management such as programme leader, tourism lecturer, tourism club advisor, undergraduate final year project supervisor and administrator.

Besides teaching, she has also been involved in writing research papers with colleagues. Her topics of interest include: destination marketing, tourist behavior and sustainable tourism.