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Jin, Mengabang Telipot,
21030, Kuala Terengganu.

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nsyuhada9012@gmail.com

NOR SYUHADA BINTI ZULKEFLI

Age : 30 Years
Status : Married
Health : Excellent

- ❖ To improve life's career and strive to be hardworking and excellent to contribute fresh and creative ideas.
- ❖ Looking for opportunities to gain working experience and further exposure in various environment.

Research Interest

*Tourism Management, Tourism Planing,
Urban Planning, Entrepreneurship; Research Methodology*

EDUCATION

PhD in Tourism Planning (2015 - 2019)

Institution: Universiti Sains Malaysia, Penang.

Master of Science in Planning (2013-2014)

Institution: Universiti Sains Malaysia, Penang
Field of Study: Tourism and Urban Planning CGPA: 3.64

Bachelor Of Housing Building And Planning (2010-2013)

Institution: Universiti Sains Malaysia, Penang
Field of Study: Urban and Regional Planning CGPA: 3.56

Sijil Tinggi Pelajaran Malaysia (STPM) - 2009

Institution: Sek. Men. Teknik Terengganu,
Kuala Terengganu
Field of Study: Economic and History CGPA: 3.67

Sijil Pelajaran Malaysia (SPM) - 2007

Institution: Sek. Men. Teknik Wakaf Tembusu,
Kuala Terengganu
Field of Study: Civil of Engineering CGPA: 4A

AWARDS

2014 : Gold Medal Awards of Best Student in Master of Urban Planning.
2013 : 1st place in Competition of Urban Model Design.

ACQUIRED SKILL

Computer

- Microsoft office (Word, Power Point, Access and Database, and Excel)
- Design software (AutoCAD, Google Sketch Up and Vector word)
- Analysis software (SPSS, PLS, Atlas.TI)
- Others (Mendeley, EndNote)

Communication

- Excellent writing and speaking skill in Malay and good in English languages.

SOFT SKILL

- ✓ Self-independent, fast learner
- ✓ Good analytical and initiatives as well as creative thinking
- ✓ Willingly to do all tasks given to improve own skill and gain more knowledge
- ✓ Good commitment and discipline

REFERENCES

Professor Sr. Dr. Mastura Jaafar

School of Housing, Building and Planning,
Universiti Sains Malaysia,
04-6533176; masturaj@usm.my

Pn. Rosidah bt Kamarudin

AR Rancang Maju Sdn. Bhd
09-5131805

Publication

Jaafar, M., Rashid, M. M., Dahalan, N., and **Zulkefli N. S.** (2016). Characteristics Of Micro and Small Businesses in The World Archaeological Heritage Site of Lenggong Valley. *Research Journal of Fisheries And Hydrobiology*, 11(3), 144-152.

Jaafar, M., Rashid, M. M., Dahalan, N., and **Zulkefli, N.S.** (2017). Memperkasa Daya Saing Destinasi Warisan Luar Bandar Menerusi Pembangunan Perniagaan Mikro dan Kecil: Kajian Kes di Lembah Lenggong (Enhancing the competitiveness of rural heritage tourism destination through SMEs development: The case of the Lenggong Valley. *Geografia-Malaysian Journal of Society and Space*, 11(2), 43-54.

Zulkefli, N. S., Jaafar, M., and Marzuki, A. (2019). Keberkesanan Program Kerajaan Dalam Sektor Pelancongan: Penerokaan Melalui Persepsi Pengusaha Penginapan Kecil dan Sederhana. *Jurnal Peradaban*, Jil. 12, 48-74.

Zulkefli, N. S., Jaafar, M., and Marzuki, A. (2019). SMABs' Attitude towards Support Programmes Implemented: Experiences From Accommodation Business Owners. *Journal of the Malaysian Institute of Planners*. (First revised)

Zulkefli, N. S., Jaafar, M., and Marzuki, A. (2019). The Effectiveness of Government Programmes for Small and Medium Tourism Businesses from An Institutional Perspective. *Jurnal Pengurusan* (In Peer-review)

Zulkefli, N. S., Jaafar, M., and Marzuki, A. (2019). The Role of Government and Barrier in Inter-Organisation from Institutional Perspective. *Journal of the Malaysian Institute of Planners*. (In Peer-review)

Proceedings

Zulkefli, N. S., Jaafar, M., and Rashid, M. (2015). Governments' role and Tourism-related Micro and Small Businesses in the World Archaeological Heritage Site of Lenggong Valley Malaysia. The 4th USM-PSU-NSTRU-MU International Conference on Arts and Sciences (ICAS2015), Universiti Sains Malaysia, Penang. 14th – 15th December 2015.

Zulkefli, N. S., Jaafar, M., and Marzuki, A. (2017). Government Involvement on Tourism Policy and Programmes Implementation: A case study in Perhentian Island. Postgraduate Colloquium & Social Sciences Postgraduate International Seminar 2017. SAINS@USM, BUKIT JAMBUL, PENANG. 28th -29th November 2017.

Zulkefli, N.S., Jaafar, M., and Marzuki, A. (2018). The Effectiveness of government programmes in tourism sector: Exploring through SMABs' Reaction. The 2nd International Conference on Social and Economic Development (ICSED2 2018), Universiti Malaysia Terengganu (UMT), Terengganu. 4th – 5th November 2018.

Zulkefli, N. S., Jaafar, M., and Marzuki, A. (2019). Exploring the barriers to be innovative entrepreneurs among small and medium-sized tourism enterprises (SMTEs) in tourism industry. The 6th International Conference on Innovative Strategies for Revolutionizing the Businesses in academic partnership with “Sustainable Tourism Research Cluster (STRC), Universiti Sains Malaysia Penang. 28th -30th January, 2019.

Zulkefli, N. S., Jaafar, M., and Marzuki, A. (2019). Faktor institusi dalam membangunkan perusahaan perhotelan kecil dan sederhana (PPKS) di destinasi pelancongan pulau. The 1st International Symposium on Festivals and Celebrations, Bayview Hotel George Town, Penang. 11th February 2019.

SEMINAR & WORKSHOP

Seminar (Secretariat)

- 6 October 2018 : Secretariat of STRC Public Talk Series 2018 (6 October 2018)
- 14 August 2018: International Symposium on Heritage, Gastronomy and Tourism: A Reflection
- 26 June 2018: Wacana Pemuliharaan Warisan Melayu, Pulau Pinang.
- 15-16 August 2018: Postgraduate Research Workshop & Research Progress Review II 2018
- 25 October 2018: Inter-Islands Tourism Policy Forum (STRC)

Workshop

- 1. 2-Day Pre-Conference PLS-SEM using WrapPLS 6.0 & SmartPLS 3.0
- 2. Thesis Writing for beginners, Literature review and Critical Thinking
- 3. Introduction to SPSS software and completed analysis qualitative
- 4. Qualitative Analysis Using ATLAS.ti
- 5. Writing journal – Fear factor & Impact factor

Others

- 1. Leadership in Planning Student Assembly (PSA USM) at UTM, Johor
- 2. Community Members in Planning Student Assembly (PSA), at USM
- 3. Community Member of Kumpulan Siswa/Siswi Terengganu
- 4. Community Member of Persatuan Mahasiswa Islam (PMI)
- 5. Participated in Debate Competition and member of ‘Kelab Debat Desasiswa Tekun

WORK EXPERIENCES

- 1. **Research Assistance, Universiti Sains Malaysia** (Feb 2015 – Feb 2016)

Grant Attachment

- 1. **Long-term Research Grant Scheme (LRGS)-Multidimensional Responsible Rural Tourism Capacity (RRTC) Framework Sustainable Tourism, *Project Title: Socio-Economic Rural Tourism Capacity Framework***
- 2. **Research University Grant for Cluster (RUC): *Heritage Awareness & Interpretation***

- ✓ Preparing the data coding, data entry, transcribing, data analysis and assistance with writing up.
- ✓ Contributing to international conferences
- ✓ Preparing the writing up of journal and report to KPT
- ✓ Managing the administration tasks such as management failing, dealing meeting, attend project meeting, budget report, and other

2. Planner, AR RANCANG MAJU SDN. BHD

(June 2014- Jan 2015)

Industry : Architecture and Urban Planning

Responsibilities

- ✓ Dealing with stressful situations and emergencies in a professional manner, and ensuring that client's concerns are promptly addressed
- ✓ Organize meeting and handling project with government agencies and clients
- ✓ Preparation of document, layout plan and master plan
- ✓ Preparation of development proposal report and presentation with government and client
- ✓ Processing applications for Planning and Land permission
- ✓ Site visit

3. Industrial Trainee, FOCUS Architect and Urban Planner SDN. BHD

(2012)

Position : Industrial Trainee

Supervisor : Ar. Hj Mohd Nazam Md Kassim

Duration : 25th July 2012 - 24th Disember 2012 (6month)

Responsibilities :

- ✓ Preparation of document, layout plan and master plan
- ✓ Preparation of development proposal report and presentation with government and client
- ✓ Processing applications for Planning and Land permission
- ✓ Site visit

THANK YOU