



# Nurzehan Abu Bakar

Tourism Lecturer

## Research Area

- Tourism Management
- Tourism Marketing
- Tourist Experience
- Tourist Behavior
- Event Management
- Information Technology in tourism

## Software Skills

- Microsoft Office
- Sabre / Abacus
- SPSS
- SMART PLS
- Web tools 2.0

## Personal Qualities

- Willing to learn.
- Can work under pressure and meet deadlines.
- Friendly, approachable and able to cooperate with others in an organization.
- Positive, success-oriented goal achiever.
- Efficient management and organizational abilities.

## Professional certificates

- SDI Open Water Diver Certificate
- Sabre Global Distribution Systems (GDS) certificate.

## Personal Particulars

- ♀️ Female
- 👤 Malay
- 💍 Married
- 📞 6017-3516092
- 📍 No 8, Jalan indah 2/1, Taman Universiti Indah, Seri Kembangan, 43300, Selangor
- ✉️ nurzehanabubakar@gmail.com

## Education

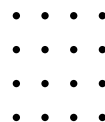
- 2019 - 2023 Puncak Alam ● **Universiti Teknologi MARA**  
PhD in Hotel & Tourism Management  
Title: Beyond Memory Lane: Investigating the Influences of Memorable Tourism Experiences, Overall Satisfaction, And Perceived Travel Risk on Revisit Intentions in Langkawi Island.
- 2011 - 2012 Shah Alam ● **Universiti Teknologi MARA**  
Master in Tourism Management  
CGPA: 3.82
- 2007 - 2010 Shah Alam ● **Universiti Teknologi MARA**  
Bachelor Of Science (Hons.) Tourism Management  
CGPA: 3.67
- 2007 - 2010 Shah Alam ● **Universiti Teknologi MARA**  
Diploma in Hotel Management  
CGPA: 3.67
- 2003 - 2006 Seri Kembangan ● **Sekolah Menengah Kebangsaan Seri Serdang**  
Sijil Pelajaran Malaysia  
1A 7B 1C

## Scopus & Google Scholar

Scopus ID: 57210732131  
ORCID ID: 0000-0002-4043-4829  
Google Scholar: [scholar.google.com/citations?user=AuPvjsUAAAAJ&hl=en&oi=a](https://scholar.google.com/citations?user=AuPvjsUAAAAJ&hl=en&oi=a)

	Scopus'	Google Scholar
Citation	20	110
h-index	3	5

# Work Experience



## Universiti Malaysia Kelantan

2017 – Present

Tourism Lecturer

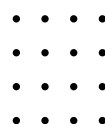
- Conduct research, prepare lectures and write scholar papers,
- Representing FHPK in various innovation competitions such as KNOVASI, TELIC, PIP, MTE, IUCEL and etc,
- Head of Tourism Lab
- Designing, developing and enhancing the tourism Lab,
- Committee member in preparing new 3uli program mode for Bachelor of entrepreneurship (Tourism),
- Committee member in curricular review for Bachelor of entrepreneurship (Tourism) & 3uli program
- Arrange and coordinate practical placement for students and Conduct site visits,
- Establishing bilateral relations with the organizations where the students undergo Industrial Training,
- Follow up action in any event of Industrial Training activities that affect the reputation of the university, and/or harmful to students,
- Designing, preparing and developing teaching materials (slides, learning kits, course files and teaching files based on MQA requirements) for assigned subjects,
- Delivering lectures and tutorials for assigned subjects,
- Setting and marking examination papers,
- Undertaking administrative tasks related to the department,
- Arranged educational visit,
- Invigilator during student examination,
- Supervise and consult students on final year projects (research),
- Supervise and conduct site visits for practical students,
- Coordinating practical placement for students and conducting a site visit,
- Developing Guidelines for industrial training course.

## Kuala Lumpur Metropolitan University College

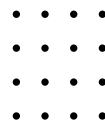
2011 – 2017

Head of School for Tourism and Event Management & Tourism Lecturer

- Planning, supervising and ensuring all the 4 programs under this school are run in accordance, with the policies, guidelines of the university and ministry of higher education and MQA requirements,
- Assist in MQA full accreditation visit for tourism program,
- Responsible for the upkeep of teaching resources and the learning environment of the classroom,
- Responsible for the administrative success of all school programs,
- Coordinates scheduling of, and attends, all required school functions and activities,
- Serves as liaison between lecturers and parents to resolve student issues,
- Ensuring timely and adequate provision of textbooks, materials, and equipment required for the effective teaching of the subject in the College;
- Designing, preparing and developing teaching materials (slide, learning kits, course file and teaching file based on MQA requirements) for assigned subjects of Diploma in Tourism Management, Bachelor of Tourism Management and Bachelor of Hotel and Convention Management,
- Delivering lectures and tutorials for assigned subjects,
- Setting and marking examination paper,
- Undertaking administrative tasks related to the department,
- Arranged Educational trips for students related to subjects such as MATRADE, KLCC, PICC, and Medan, Indonesia,
- To consult students on program courses through a roadshow in the education Fair,
- Involved in the accreditation process for the Diploma in Tourism Management, Bachelor of Tourism Management and Bachelor of Hotel and Convention Management program.



# Work Experience



## Maxis Mobile Service Sdn. Bhd.

2010 – 2011

Customer care consultant

- Performing customer service tasks such as answering queries asked by the customer,
- Resolving product or service problems,
- Updating and making changes to customer accounts,
- Taking payment and selling products.

## Malaysia Association of Tour & Travel Agent (MATTA), Selangor Chapter

2010

Trainee

- Provides both clerical and administrative support,
- Help in organizing MASUM fair 2010 by attending meetings,
- Preparing notice, agenda and minutes,
- Liaising with staff in other departments and with external contacts,
- Finding exhibitor (travel agent) to participate in MASUM2010 and preparing invoices and collecting payment.

## Lawand Tourism & Travel Sdn. Bhd. Kuala Lumpur

2009

Trainee

- Help both in clerical and administrative work by updating and key-in contract rates in the system
- Handling booking and reservation,
- conduct property inspection at the hotel,
- preparing invoice, petty cash voucher, receipt and payment voucher for supplier.

## Putrajaya Marriott Hotel, Putrajaya

2006–2009

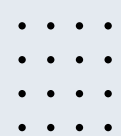
Trainee & part-timers

- Assigned to account payable and income audit section (trainee & part-timers),
- Waiter (trainee & part-timers),
- housekeeper (trainee),
- Front desk (trainee).

# Publications

## Book

Publisher	Year	Title	ISBN	Authors
UMK Press	2021	Ecotourism And Rural Community Development	978-967-2912-42-2	Velan Kunjuraman, Roslizawati Che Aziz & Nurzehan Abu Bakar



## Chapter in Book

Book title	Title Chapter in book	Year	Pages	No. ISBN	Authors
Ecotourism And Rural Community Development	Chapter 1: Introduction To Ecotourism And Rural Community Development	2021	1-4	978-967-2912-42-2	Velan Kunjuraman, Roslizawati Che Aziz & <b>Nurzeahan Abu Bakar</b>
Ecotourism And Rural Community Development	Chapter 4: Mobile Apps For Eco-friendly Travellers	2021	37-48	978-967-2912-42-2	<b>Nurzeahan Abu Bakar</b> & Saiyida Nafisa Rosdi
Ecotourism And Rural Community Development	Chapter 11: Conclusion	2021	161-162	978-967-2912-42-2	Velan Kunjuraman, Roslizawati Che Aziz & <b>Nurzeahan Abu Bakar</b>
1st Online Teaching Enhancement And Learning Innovation Carnival (E-Telic) Book Series, Embracing New Norms With Asynchronous Online Learning	Chapter 7 Nearpod : Virtual Engaging Classroom For Tourism Student	2021	43-50	978-967-2912-76-7	<b>Nurzeahan Abu Bakar</b> , Marlisa Abdul Rahim, Nor Maizana Mat Nawi, Siti Salina Saidin & Suchi Hassan
New Ideas Concerning Science And Technology Vol. 6	The Use Of Unified Acceptance Technology Model For Travel Mobile Applications	2020	112-120	978-93-90768-85-1	<b>Nurzeahan Abu Bakar</b> , Nik Alif Amri Nik Hashim, Nur Azimah Othman, Nur Hafizah Muhammad, Tahirah Abdullah, Siti Nurul Shuhada Deraman, Siti Afiqah Zainuddin And Nor Maizana Mat Nawi

## Journal

Title	Journal	Year	Page	Authors
Re-Participating in Running Events: The Subjectivity of Runners' Experience Economy Realms	Asia-Pacific Journal of Innovation In Hospitality And Tourism (APJIHT) 12 (3) (Scopus Journal)	2023	1-18	<b>Nurzeahan Abu Bakar</b> , Hassnah Wee, Siti Salina Saidin, Mohd Hafiz Hanafiah
Empirical Evidence from The Tourism Industry on The Factors That Affect Tourist Destination Satisfaction	Geojournal Of Tourism and Geosites, 44(4) (Scopus Journal)	2022	1209-1215	Marlisa Abdul Rahim, <b>Nurzeahan Abu Bakar</b> , Nik Alif Amri Nik Hashim, Nor Maizana Mat Nawi, Hassnah Wee
Exploring Memorable Tourism Experiences and Revisit Intentions of Langkawi Island: A Conceptual Model Development	Journal Of Tourism, Hospitality & Culinary Arts (JTHCA),14 (1) (Mycite Journal)	2022	113-126	<b>Nurzeahan Abu Bakar</b> , Hassnah Wee & Mohd Hafiz Hanafiah

Experiences (Mtes), Perceived Health Risk and Travel Behaviour? A Conceptual Exploration	Geographical Education, 11(8) (Scopus Journal)			Hassnah Wee & Mona Hafiz Hanafiah
Student Motivation in Outdoor Recreation Engagement: Examining the Validity and Reliability of The Measuring Instruments	Journal of Contemporary Issues in Business and Government, 27(2) (Scopus Journal)	2021	4723-4731	Roslizawati Che Aziz, Ruzanifah Kosnin, Nik Alif Amri Nik Hashim, Fadhilahanim Aryani Abdullah, Siti Salina Saidin, Nor Syuhada Zulkefli & <b>Nurzehan Abu Bakar</b>
Travel Mobile Applications: The Use of Unified Acceptance Technology Model.	International Journal of Innovative Technology and Exploring Engineering (IJITEE) Volume 9, Issue 3 (Scopus Journal)	2020	3118-3121	<b>Nurzehan Abu Bakar</b> , Nik Alif Nik Hashim, Nor Maizana Mat Nawi, Marlisa Rahim, Abdullah Bin Yusof, Roslizawati Che Aziz, Ahmad Ghazali.
Travel Mobile Technology Applications and Domestic Tourist Behavior: Analyzing the Reliability and Validity of Instruments	IOP Conference Series: Materials Science and Engineering, 993 (2020) (Scopus Journal)	2020	012095	Nik Alif Amri Nik Hashim, <b>Nurzehan Abu Bakar</b> , Mohammed Ruqaimiremeli, Harnidah Samengon, Raja Norliana Raja Omar, Nor Maizana Mat Nawi, Nor Amira Mohd Razali & Munirah Mahshar
Travel Motivation, Marketing Attributes and Destination Choice Among Honeymooners in Malaysia	Team Journal of Hospitality & Tourism Volume 16, Issue 1 (Index Journal)	2019	9-21	Hassnah Wee, Farizah Jailani & <b>Nurzehan Abu Bakar</b>
Behavioral Intention to Use Travel Mobile Apps in Malaysia	Journal Of Tourism, Hospitality and Environment Management, Volume 4, Issue 13 (Index Journal)	2019	9-16	<b>Nurzehan Abu Bakar</b> , Marlisa Abdul Rahim, Roslizawati Che Aziz, Nor Maizana Mat Nawi, & Abdullah Muhamed Yusoff
The Role of Customers Travel Reviews Towards Hotel Guest Loyalty/	Journal of Tourism, Hospitality and Environment Management Volume 4, Issue 13 (Index Journal)	2019	17- 23	Nor Maizana Mat Nawi, Marlisa Abdul Rahim, Abdullah Muhamed Yusoff, <b>Nurzehan Abu Bakar</b> & Harnidah Samengon
The Effect of Domestic Tourist Perceived Risk on Revisit Intention in Malaysia	International Journal of Innovative Technology And Exploring Engineering (IJITEE) ISSN: 2278-3075, Volume-8, Issue-10, (Scopus)	2019	4591-4596	Nik Alif Amri Nik Hashim, Abdullah Muhamed Yusoff, Zaimatul Awang, Roslizawati Che Aziz, Shah Iskandar Fahmie Ramlee, <b>Nurzehan Abu Bakar</b> , Mohd Asyraf Mohd Noor, Boyd Sun Fatt
The Implementation of Islamic Leadership Attributes in Malaysian Shariah Compliant Investment Organizations: A Case Study	International Journal of Innovation, Creativity and Change. Volume 7, Issue 10 (Scopus)	2019	40-45	Ng Sen Mon, Chong Ying Shuang, Chin Poh Ling, Loh Jin Hui & <b>Nurzehan Abu Bakar</b>

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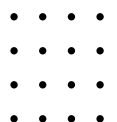
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Literatur Tentang Atribut Pemimpin Islam Dan Hubungannya Dengan Prestasi Organisasi/ Jurnal Sultan Alauddin Sulaiman Shah Vol. 5 No. 2 (Index Journal)	Jurnal Sultan Alauddin Sulaiman Shah Volume 5, Issue 2 (Index Journal)	2018	171-182	Marlisa Abdul Rahim, Wan Mohd Nazdrol Wan Mohd Nasir, Nor Maizana Mat Nawi, <b>Nurzehan Abu Bakar</b> , Abdullah Muhamed Yusoff & Saiyida Nafisa Rosdi
Implementation Of Islamic Leadership Attributes in Malaysian Shariah Compliant Investment Organization/ International Journal of Creative Future and Heritage Vol. 6 No. 2 (Index Journal)	International Journal of Creative Future And Heritage Volume 6, Issue 2 (Index Journal)	2018	145-161	Marlisa Abdul Rahim, Wan Mohd Nazdrol Wan Mohd Nasir, Nor Maizana Mat Nawi, <b>Nurzehan Abu Bakar</b> , Abdullah Muhamed Yusoff & Saiyida Nafisa Rosdi



## Proceeding

Title	Authors	Proceeding	Year	Page
Exploring The Profound Influences of Memorable Religious Tourism Experiences on Subjective Well-Being Among Malaysian	<b>Nurzehan Abu Bakar</b> , Marlisa Abdul Rahim, Nur Hafizah Binti Muhammad, Muhamad Nasyat Muhamad Nasir, Mohd Hafzal Abdul Halim Derweanna Bah Simpong	2nd International Conference on Hospitality, Tourism & Wellness (ICOHOTS)	2023	Nil
Conceptualizing Experience-Rich Sustainable Tourism (Scopus Proceeding)	Marlisa Abdul Rahim <b>Nurzehan Abu Bakar</b> , Nor Maizana Mat Nawi, Nik Alif Amri Nik Hashim, Hassnah Wee & Siti Salina Saidin	International Conference on Business and Technology (ICBT)	2023	815-823
Factors Influencing Customer Revisit Intention to Mamak Restaurants In Penang (Scopus Proceeding)	Nik Alif Amri Nik Hashim, Nor Maizana Mat Nawi, <b>Nurzehan Abu Bakar</b> , Marlisa Abdul Rahim, Abdullah Muhamed Yusoff, Mohd Hafzal Abdul Halim, Shah Iskandar Fahmie Ramlee, Mohammed Ruqaimi Rameli	International Conference on Business and Technology (ICBT)	2023	275-289



Title	Authors	Proceeding	Year	Page
Fresh Culinary Herbs Evoking the Essence of Cilantro	Nor Maizana Mat Nawi, Marlisa Abdul Rahim, <b>Nurzehan Abu Bakar</b> , Siti Salina Saidin	International Borneo Innovation Exhibition Competition (IBIEC 2022)	2022	523-524
The Impacts of Memorable Tourism Experience On Behavioral Intention: A Case Study Of Dark Tourism Destination – Kellie’s Castle Perak	Chin Yen Tim, Azreen Izza Binti Sulaiman, Azuan Afizam Azman, Larrynson Joanis@Oyok, <b>*Nurzehan Abu Bakar</b>	E-Proceedings Hotwec 6.0, The Game On 2022: The Future Is Bright	2022	923-324
The Impact of Memorable Gastronomy Tourism Experience (MGTE) On Behavioral Intention	Ashwini A/P M Pugalenthiran, Anis Syafiqah Binti Ismail, Ariff Irsyad Bin Rosli , Ashthahira Binti Hamidi & <b>*Nurzehan Abu Bakar</b>	E-Proceedings Hotwec 6.0, The Game On 2022: The Future Is Bright	2022	935-946
Impact Of Perceived Health Risk on Behavioral Intention to Visit Malaysia Among International Tourists	Baitillah Sharifulddin, Farzana Musa, Noorshahira Rosdi, Ainnasuha Zawawi & <b>*Nurzehan Abu Bakar</b>	E-Proceedings Hotwec 6.0, The Game On 2022: The Future Is Bright	2022	947-956
A Cross-Ecotourism Activities Comparison of Memorable Tourism Experience Among Penang National Park Visitors	Nor Aisyah Che Murad, Nor Aisyah Rahim, Nor Alia Nadiera Mohd Ghazali, Rizwan Khairuddin & <b>*Nurzehan Abu Bakar</b>	E-Proceedings Hotwec 6.0, The Game On 2022: The Future Is Bright	2022	957-970
Interactive Virtual Reality Learning Experience	<b>Nurzehan Abu Bakar</b> , Marlisa Abdul Rahim, Nor Maizana Mat Nawi, Siti Salina Saidin & Suchi Hassan	E-Proceedings of The International University Carnival On E-Learning (IUCEL)	2021	53-56
Nearpod: Application of Interactive Virtual Reality in Tourism Courses	<b>Nurzehan Abu Bakar</b> , Marlisa Abdul Rahim, Nor Maizana Mat Nawi, Siti Salina Saidin & Suchi Hassan	E-Proceedings of Carnival Research & Innovation (CRI) Virtual International Edition	2021	489-490
Tourist Willingness to Participate in Online Co-Creation Experience: A Case of Booking.Com	Chong Jing En, Nur Anis Ayunie Binti Ariffin, Nur Fatini Binti Che Yusoff, Nur Hayatul Nadhirah Binti Mohd Nasir, & <b>Nurzehan Abu Bakar</b>	E-Proceedings Hotwec 4.0, Research Towards Ir 5.0, Nurturing Hospitality Tourism & Wellness World	2021	327-337

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Title	Authors	Proceeding	Year	Page
Travel Motivation, Marketing Attributes and Destination Choice Among Honeymooners in Malaysia	Hassnah Wee, Farizah Jailani & <b>Nurzehan Abu Bakar</b>	3 <sup>rd</sup> Hospitality Tourism Conference, Melaka	2019	Nil
Factors Affecting the Use of Airline Mobile Application (Apps) Among Malaysian Tourist	Muhammad Izzrul Ibrahim, Muhamad Jazli Mahadhir, Nur Syuhada Athirah Halida, Nur Nadhirah Mohd Ramli & <b>Nurzehan Abu Bakar</b>	2 <sup>nd</sup> Hospitality, Tourism & Wellness Colloquium 2018 (HOTWEC 2.0), UMK Kota Kampus UMK Press, EISBN; 978-967-2229-35-3	2019	54-58
The Impact of Destination Image Towards Intention to Revisit: A Case of Johor Premium Outlet (JPO)	Norsyafikah Alwi, Nur Diana Izzati Daud, Nurul Syafiqah Mohd Roslee, Zainur Hafiza Zaidin & <b>Nurzehan Abu Bakar</b>	2 <sup>nd</sup> Hospitality, Tourism & Wellness Colloquium 2018 (HOTWEC 2.0), UMK Kota Kampus UMK Press, EISBN; 978-967-2229-35-3	2019	59- 63
Malaysian Tourist Engagement in Ewom Towards Travel Destination Among Kelantanese in Kelantan	Aneeza Hanis Mat Saad, Nur Atiqah Rohim, Nur Atiqah Wan, Nurul Atikah Amalina Baharuddin & <b>Nurzehan Abu Bakar</b>	2 <sup>nd</sup> Hospitality, Tourism & Wellness Colloquium 2018 (HOTWEC 2.0), UMK Kota Kampus UMK Press, EISBN; 978-967-2229-35-3	2019	64-67
Factors That Influence the Airline Website Service Quality	Eliza Nur Afiqah Elias, Siti Nurulfarahany Aziz, Mohd Taufik Abd Karim, Mohd Shafiq Ahmad Daud & <b>Nurzehan Abu Bakar</b>	2 <sup>nd</sup> Hospitality, Tourism & Wellness Colloquium 2018 (HOTWEC 2.0), UMK Kota Kampus UMK Press, EISBN; 978-967-2229-35-3	2019	50-53
Enhancing Halal Travel from Islamic Leaders Attributes in Shariah Compliant Investment Organization Perspectives/ 2 <sup>nd</sup> Mini Symposium on Islamic Tourism, Putrajaya	Marlisa Abdul Rahim, Wan Mohd Nazdrol Wan Mohd Nasir, Nor Maizana Mat Nawi, <b>Nurzehan Abu Bakar</b> , Abdullah Muhamed Yusoff & Saiyida Nafisa Rosdi	2 <sup>nd</sup> Mini Symposium on Islamic Tourism, Putrajaya (Islamic Tourism Centre)	2018	
Behavioral Intention to Use Travel Mobile Apps Among Malaysian Millennial Generation/ Research and Innovation Carnival Seminar (CRI)	<b>Nurzehan Abu Bakar</b> , Roslizawati Che Aziz, Marlisa Abdul Rahim, Abdullah Muhamed Yusoff & Hazi Hafizah	Research And Innovation Carnival Seminar (CRI), UMK Kelantan	2018	-
The Role of Customers Travel Reviews Towards Hotel Guest Loyalty/ Research and Innovation Carnival Seminar (CRI)	Nor Maizana Mat Nawi, Marlisa Abdul Rahim, Abdullah Muhamed Yusoff, <b>Nurzehan Abu Bakar</b> & Harnidah Samengon	Research And Innovation Carnival Seminar (CRI), UMK Kelantan	2018	-

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Title	Authors	Proceeding	Year	Page
Implementation Of Islamic Leadership Attributes Towards Performance in Shariah Compliant Investment Organization/ Research and Innovati on Carnival Seminar (CRI)	Marlisa Abdul Rahim, Wan Mohd Nazdrol Wan Mohd Nasir, Nor Maizana Mat Nawati, <b>Nurzehan Abu Bakar</b> , Abdullah Muhamed Yusoff & Saiyida Nafisa Rosdi	Research And Innovati on Carnival Seminar (Cri), UMK Kelantan	2018	-
Service Quality and Perception of Young Adults in Penang Toward Cruise Tourist	Ng Sen Mon, Chong Ying Shuang, Chin Poh Ling, Loh Jin Hui & <b>Nurzehan Abu Bakar</b>	1st Colloquium For Final Year Project: Faculty Of Hospitality, Tourism And Wellness, Universiti Malaysia Kelantan, Umk Kota Kampus Global Academic Excellence (GAE) ISBN: 978-967-14841-4-2	2017	40-45
Theory Of Planned Behavior: Tourist Behavior to Visit Rantau Panjang, Kelantan After Flood Disaster/ 1st Colloquium for Final Year Project: Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan	Nur Najihah Binti Ibrahim Siti Zulaikha Binti Yaacob Noor Zahidah Binti Zolkepli Umi Atikah Binti Zuber & <b>Nurzehan Abu Bakar</b>	1st Colloquium For Final Year Project: Faculty Of Hospitality, Tourism And Wellness, Universiti Malaysia Kelantan, Umk Kota Kampus Global Academic Excellence (GAE)	2017	46-50
The Development of Nature-Based Tourism from The Perspective of Local Community in Jeli, Kelantan/ 1st Colloquium for Final Year Project: Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan	Norfazila Binti Wakiman Nor Hidayah Binti Mohd Sabri Nur Liana Idora Binti Ibrahim Nur Farahizattul Aina Binti Zulfikri & <b>Nurzehan Abu Bakar</b>	1st Colloquium For Final Year Project: Faculty Of Hospitality, Tourism And Wellness, Universiti Malaysia Kelantan, Umk Kota Kampus Global Academic Excellence (GAE)	2017	600-608
Traveller Fear and Risk: Tourist Perception Towards Malaysia Tourism Destinantion/ 1st Colloquium for Final Year Project: Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan	Muhammad Irsyaduddin Bin Mohd Fadzil Nabil Bin Mahadi Nura Hasina Binti Adnan Izan Siti Nor Adilah Binti Hamdan & <b>Nurzehan Abu Bakar</b>	1st Colloquium For Final Year Project: Faculty Of Hospitality, Tourism And Wellness, Universiti Malaysia Kelantan, Umk Kota Kampus Global Academic Excellence (GAE)	2017	51-56

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## Creative writing

Type of Paper	Title of Paper	Publisher	Year	Page
Magazine Tourism In Paradise ISBN : 2820-2354	Experiential Travel: A New Form Of Travel	Sabaragamuwa University Of Sri Lanka	2021	27-28

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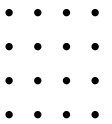
## Research Grants

Type Of Grant	Role	Title	Grant Amount	Year	Duration	Sponsors
External	Member	The Exploration Experience Of Sustainable Home-Based Accommodation Model	Rm84,770.00	2022-2024	6 Months	Fundamental Research Grant Scheme (FRGS)
External	Member	Projek Perundingan Pensijilan Scuba Diving 2022	Rm118,000.00	2022	6 Months	Penjana KPT – Pensijilan Professional (KPT – PACE)
External	Leader	Conceptualizing Experience-Rich Sustainable Tourism Model	Rm92,200.00	2020-2023	2 Year	Fundamental Research Grant Scheme (FRGS)
External	Member	Kursus Profesional Estetik	Rm104,000.00	2020-2021	1 Year	Geran PENJANA-KPT-Career Advancement Program (KPT-CAP)
External	Member	Program Certificate Of Completion In Wellness Operations	Rm633,600.00	2020-2021	1 Year	Geran PENJANA-KPT-Career Advancement Program (KPT-CAP)
External	Member	Program Perusahaan Sosial Ekopelancongan Di Kampung Gunung Reng, Jeli	Rm30,000.00	2020-2021	6 Months	Geran All-Party Parliamentary Group Malaysia (APPGM) – Sustainable Development Goals (SDG)
Internal	Leader	Behavioral Intention To Adopt Travel Mobile Apps Among Malaysian Millennial Generation	Rm5,000.00	2017 – 2018	1 Year	UMK
Internal	Member	Roles Of Customers Travels Reviews Towards Hotel Guest Loyalty	Rm5,000.00	2017 – 2018	1 Year	UMK
Sgjp	Member	Implementation Of Islamic Leadership Attributes In Malaysian Shariah Compliant Investment Organization	Rm5,000.00	2017 – 2018	1 Year	UMK

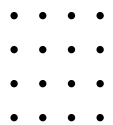
## Patent & Copyright

Year	Reference Number	Title
2022	Ly2022c05246	Experience-Rich Sustainable Tourism Model
2021	Ly2021c01514	Interactive Virtual Reality Learning Experience
2020	Ly2019000233	Go-Fit

# ⋮ Awards & Recognition



Awards & Recognition	Year	Agency
Best Paper- 2nd International Conference On Hospitality, Tourism & Wellness (ICOHOTS 2023)	2023	UMK
Gold Award- Beginner's Innovation Entrepreneurship & Exhibition (BIE 6.0) Cafe2u Website	2023	UMK
Gold Award- Hospitality, Tourism And Wellness Colloquium (HOTWEC 7.0) The Impact Of Memorable Eco-Tourism Experience On Behavioral Intention In Among Tourists Who Took Train Trips To Dabong, Kelantan	2023	UMK
Gold Award- Hospitality, Tourism And Wellness Colloquium (HOTWEC 7.0) Investigation Of Bundle Event And Visitor Satisfaction A Case Of Bundle Event	2023	UMK
Gold Award- Hospitality, Tourism And Wellness Colloquium (HOTWEC 7.0) The Impact Of Memorable Umrah And Hajj Experiences On The Subjective Well-Being On Pilgrims In Malaysia	2023	UMK
Silver Award- Hospitality, Tourism And Wellness Colloquium (HOTWEC 7.0) Impact Of Event Experience Towards Satisfaction Among E-Sport Events Participant	2023	UMK
Gold Award- Beginner's Innovation Entrepreneurship & Exhibition (BIE 5.0) Sweet Layer Corn	2023	UMK
The Impact Of Memorable Gastronomy Tourism Experience (MGTE) On Behavioral Intention	2022	UMK
Gold Award- Hospitality, Tourism And Wellness Colloquium (HOTWEC 6.0) Impact Of Perceived Health Risk On Behavioral Intention To Visit Malaysia Among International Tourists	2022	UMK
Silver Award- Hospitality, Tourism And Wellness Colloquium (HOTWEC 6.0) A Cross-Ecotourism Activities Comparison Of Memorable Tourism Experience Among Penang National Park Visitors	2022	UMK
Silver Award- Hospitality, Tourism A Nd Wellness Colloquium (HOTWEC 6.0) The Impacts Of Memorable Tourism Experience On Behavioral Intention: A Case Study Of Dark Tourism Destination - Kellie's Castle Perak	2022	UMK
Silver Medal- Beginners Innovation & Entrepreneurship Exhibition 4.0 (BIE 2022) Belamours	2022	UMK
Gold Medal International Borneo Innovation Exhibition Competition (IBIEC 2022) Fresh Culinary Herbs Evoking The Essence Of Cilantro	2022	Politeknik Negeri Sriwijaya
Silver Medal Karnival Penyelidikan Dan Inovasi (CRI), Umk 2022- Cilantro Essence	2022	UMK
Gold Medal Karnival Penyelidikan Dan Inovasi (CRI), Umk 2021- Interactive Virtual Reality Learning Experience	2021	UMK
Best Award, Karnival Penyelidikan Dan Inovasi (CRI), Umk 2021 Interactive Virtual Reality Learning Experience	2021	UMK
Bronze Award International University Carnival On E-Learning (UUM), UNIMAS, 2021 Interactive Virtual Reality Learning Experience	2021	UUM
Best Presenter, 2nd Asia Pacific Virtual Events Conference Examination Of Runners' Experience Realms Towards Re-Participating Running Event	2021	Asia Pacific Institute For Events Management (APIEM)
Best Overall Paper, 2nd Asia Pacific Virtual Events Conference Examination Of Runners' Experience Realms Towards Re-Participating Running Event	2021	Asia Pacific Institute For Events Management (APIEM)
Best Paper, 2nd Asia Pacific Virtual Events Conference Examination Of Runners' Experience Realms Towards Re-Participating Running Event	2021	Asia Pacific Institute For Events Management (APIEM)



Gold Medal, Teaching Enhancement And Learning Innovation Carnival (Telic 2021) Nearpod: Application Of Interactive Virtual Reality In Tourism Courses	2021	UMK
Silver Medal 5th Hospitality, Tourism & Wellness Colloquium 2020, Umk	2020	UMK
Bronze Medal, 5th Hospitality, Tourism & Wellness Colloquium 2020, Umk	2020	UMK
Silver Medal 5th Hospitality, Tourism & Wellness Colloquium 2020, Umk	2020	UMK
Bronze Medal, 5th Hospitality, Tourism & Wellness Colloquium 2020, Umk	2020	UMK
Gold Medal, Teaching Enhancement & Learning Innovation Carnival, Umk 2020 Nearpod: Application Of Interactive Virtual Reality In Tourism Courses	2020	UMK
Silver Medal Karnival Penyelidikan Dan Inovasi (CRI), Umk 2020 Nearpod: Application Of Interactive Virtual Reality In Tourism Courses	2020	UMK
Gold Medal, 4th Hospitality, Tourism & Wellness Colloquium 2020, Umk Tourist Willingness To Participate In Online Co-Creation Experience: A Case Of Booking.Com	2020	UMK
Silver Medal 4th Hospitality, Tourism & Wellness Colloquium 2020, Umk	2020	UMK
Bronze Medal, 4th Hospitality, Tourism & Wellness Colloquium 2020, Umk	2020	UMK
Best Paper Award, 4th Hospitality, Tourism & Wellness Colloquium 2020, Umk Examination Of Runners' Experience Realms Towards Re-Participating Running Event	2020	UMK
Excellence In Supervision Award, 4th Hospitality, Tourism & Wellness Colloquium 2020, Umk	2020	UMK
Anugerah Perkhidmatan Cemerlang, Majlis Anugerah Perkhidmatan Cemerlang 2019, Umk	2020	UMK
Silver Medal, Malaysia Technology Expo (MTE), PWTC, 2019 Gofit – An Integrated Platform For Free Independent Traveler And Teaching Aid For Tourism Course	2019	Malaysian Association Of Research Scientists
Gold Medal, Karnival Inovasi Pembelajaran Dan Pengajaran K-Novasi, Ukm, 2019 Gofit – An Integrated Platform For Free Independent Traveler And Teaching Aid For Tourism Course	2019	UKM
Silver Medal, International Learning Innovation Competition (PIP) Gofit – An Integrated Platform For Free Independent Traveler And Teaching Aid For Tourism Course	2019	UUM
Bronze Medal, International University Carnival On E-Learning (Iucel) Gofit – An Integrated Platform For Free Independent Traveler And Teaching Aid For Tourism Course	2019	UNIMAS
Gold Medal, Teaching Enhancement And Learning Innovation Carnival (Telic 2019) Gofit – An Integrated Platform For Free Independent Traveler And Teaching Aid For Tourism Course	2019	UMK
Silver Medal, Teaching Enhancement And Learning Innovation Carnival (Telic 2019) Boosting Practical Training Through Adaptation Of 3e Framework In Hospitality Courses	2019	UMK
Silver Medal, Teaching Enhancement And Learning Innovation Carnival (Telic 2019) Travelmy: To Know Malaysia Is To Love Malaysia	2019	UMK
Silver Medal, Teaching Enhancement And Learning Innovation Carnival (Telic 2019) Checklist Paradise: A Checklist Apps For Group Leader And Learning Material In Tourism Classroom	2019	UMK

## Appointment as a speaker

Title	Events	Venue	Year
Kem Persediaan Dan Kepimpinan Kesukarelawan Warisan Dunia	Program UNESCO WHV 2023	UMK-Trace, Pulau Banding, Gerik, Perak	2023
Bengkel 'Content Creator For Teacher's Digital Competency'	'Content Creator For Teacher's Digital Competency' Anjuran Umk & Pejabat Pendidikan Kota Bharu	UMK, Kampus Kota	2022
Moel'21 : Bring Your Lesson To Life With Nearpod	Webinar Series 2: Maestro @Umk On E-Learning 2021 (Moel'21)	Live Fb & Youtube UMK, Tncaa	2021
Kebolehpasaran Graduan Hospitaliti, Pelancongan & Kesejahteraan Sebelum & Dan Selepas Pandemik Covid-19	Road To Umk 2021 Series 3 : Fakulti Hospitaliti Pelancongan & Kesejahteraan Program Kemasukan Universiti	Live Fb & Youtube UMK	2021

## Consultation

Agency	Level	Year	Duration	Scope Of Consultation
Pejabat Tanah Dan Jajahan Jeli	State	2021	6 Months	Consulting Group for Ecotourism Product Development Project in Jeli Territory, Kelantan
Pejabat Kementerian Pelancongan, Seni Dan Budaya, Kelantan	State	2019	3 Months	As Advisor and Coordinator Of Voluntourism Program

## Post graduate student-supervision

Phd/ Master	Year Enter	Thesis Title	Supervisor Team
Master	2023	Understanding The Impact Of Service Quality Before And After Within Airlines Due To Covid-19 In Malaysia	Nik Alif Nik Hashim <b>Nurzehan Abu Bakar</b>
Master	2020	The Relationship Between International Tourist Expectations, Destination Image, Perceived Quality And Tourist Satisfaction Towards Shopping Hub In Bukit Bitnang	Marlisa Abdul Rahim Nik Alif Nik Hashim <b>Nurzehan Abu Bakar</b>

## Sports Involvement

Sports	Year	Level (University/ Faculty)
Bowling Move To Strike	2023	FHPK
Kejohanan Boling Wellness Month Fhpk	2023	FHPK
Cultural Activist-tarikan Rakyat	2023	FHPK
Larian International Friendship Day	2023	International
Larian International Tiger Day	2023	International
Oktoberfest Virtual Run	2022	National

<b>Sports</b>	<b>Year</b>	<b>Level (University/ Faculty)</b>
Larian International Day Of Peace	2021	International
Mid Autumn Virtual Run 2021	2021	National
Malaysia Merdeka Virtual Run 2021	2021	National
Indonesia Virtual Run 2021	2021	International
Program Volunterism	2021	National
Program Volunterism	2020	National
Program Institusi Pendidikan Bebas Dadah	2019	FHPK
Program Voluntourism	2019	FHPK & MOTAC Kelantan
Larian Led Night Run	2019	FHPK
Lantikan Pensyarah Sebagai Fasilitator Bengkel Menghadiri Temuduga Smk Bachok 2018	2018	FHPK
Khidmat Masyarakat Bersama Rism Zon Timur, Jupem Kelantan Dan Jabatan Perkhidmatan Makanan Uitm Kampus Puncak Alam 2018	2018	FHPK
Lantikan Sebagai Ajk Projek Khas "Pembangunan Jejak Warisan (Heritage Trail) Kota Bharu Dengan Kerjasama Mpkb-Bri 2017	2017	FHPK
Lantikan Pensyarah Sebagai Fasilitator Bengkel Menghadiri Temuduga SMK Long Yunos 2018	2018	FHPK

## Community Participation

<b>Program</b>	<b>Year</b>	<b>Level of Involvement</b>	<b>Agency</b>
FHPK Volunteering Program	2022	Committee Member	FHPK
Program Khidmat Komuniti FHPK Care	2022	Committee Member	FHPK
Program Khidmat Bersama Komuniti Gunung Reng, Jeli Kelantan	2021	Committee Member	Negeri- Pejabat Tanah Dan Jajahan Jeli
Program Volunteerism	2020-2021	Participant	FHPK
Khidmat Masyarakat Bersama Rism Zon Timur, Jupem Kelantan Dan Jabatan Perkhidmatan Makanan Uitm Kampus Puncak Alam 2018	2018	Participant	FHPK
Lantikan Sebagai Ajk Projek Khas "Pembangunan Jejak Warisan (Heritage Trail) Kota Bharu Dengan Kerjasama Mpkb-Bri 2017	2017	Committee Member	FHPK
Lantikan Pensyarah Sebagai Fasilitator Bengkel Menghadiri Temuduga Smk Long Yunos 2018	2018	Facilitator	FHPK
Program Institusi Pendidikan Bebas Dadah	2019	Committee Member	FHPK
Program Voluntourism	2019	Committee Member	FHPK & MOTAC Kelantan
Lantikan Pensyarah Sebagai Fasilitator Bengkel Menghadiri Temuduga Smk Bachok 2018	2018	Facilitator	FHPK

## ☐☐☐ Referees

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Name: Prof. Dr. Mohd Hafiz Mohd Hanafiah

Position: Professor

Address: Fakulti Pengurusan Hotel & Pelancongan Uitm Puncak Alam

Email: [Hafizhanafiah@Salam.Uitm.Edu.My](mailto:Hafizhanafiah@Salam.Uitm.Edu.My)

Tel : 03-32587603

Name: Prof. Madya Dr.Hassnah Wee

Position: Professor Madya

Address: Fakulti Pengurusan Hotel & Pelancongan Uitm Puncak Alam

Email: [Hassnah739@Uitm.Edu.My](mailto:Hassnah739@Uitm.Edu.My)

Tel: 03-32587670

Name: Suhaila Jabaruddin

Position: Senior Lecturer

Address: Inti Universiti

Email: [Suhaila.Jabarudin@Newinti.Edu.My](mailto:Suhaila.Jabarudin@Newinti.Edu.My)

Tel016-6638418