

ZAIMATUL BINTI AWANG

LOT 134, LORONG SRI PANDAN,
TAMAN BERSATU PUTATAN,
88200 KOTA KINABALU
SABAH

EMAIL: zaimatul@umk.edu.my



PERSONAL PARTICULARS

Date of Birth : 21 September 1988

Place of Birth : Sabah, Malaysia

Gender : Female

Race : Malay

Religion : Islam

EDUCATION

- Feb 2018 – current [Universiti Malaysia Sabah]
PhD in Tourism Management
- 2012-2013 [Universiti Teknologi MARA Shah Alam]
Master in Tourism Management
- 2009-2012 [Universiti Teknologi MARA Shah Alam]
Bachelor in (Hons) Tourism Management
- 2006-2009 [Universiti Teknologi MARA Kota Kinabalu]
Diploma in Tourism Management
- 2001-2005 [SMKA Limauan Kimanis Sabah]
SPM (Sijil Pelajaran Malaysia)

WORKING EXPERIENCE

- August 2016 – current - Lecturer (Tourism Course), Faculty of Hospitality, Tourism & Wellness, Universiti Malaysia Kelantan.

- Feb 2014 – August 2016 - Lecturer, Faculty of Entrepreneurship & Business Universiti Malaysia Kelantan.
- November 2012 – Appointed as one of the Liaison Officer of the 1st International Islamic Tourism Standard Conference (IITSC 2012) at Putra World Trade Centre (PWTC)
- June 2011- Work as a part time promoter for “Anakku Company” during Warehouse Sales at Petaling Jaya, Selangor.
- 2009- Guiding walk in tourist in term of local cultures
- 2007- Join banquet as a part timer during the birthday of Sabah TYT(Tuan Yang Terutama) at Hyatt Kota Kinabalu, Sabah
- 2007& 2008 - Volunteer guide at KDCA during Harvest Festival
- Industrial Training (Tourism Malaysia Kota Kinabalu)
 - *Assign to work at MATTA Fair for Tourism Malaysia booth, to assist at the tourist information center (TIC) at Kota Kinabalu International Airport (KKIA) and Low Cost Carrier Terminal 2 (LCCT), help to organize Tourism Malaysia annual dinner, presentation due to Bird Festival*

ACACEMIC EXPERIENCES

- Judge for Poster and Exhibition Competition in the iCGPA International Conference 2017 (IIC2017)
- Panel Expert for iCGPA Program @ UMK 2017
- Subject Matter Expert (SME) for the development of Massive Open Online Courses (MOOC), Universiti Malaysia Kelantan
- Panel for:
 - Final Year Project for Tourism (PPTA I & II)
 - SIEP 1, 2 & 3
 - Industrial Training
- Course Instructor, Universiti Malaysia Kelantan
 - **Course title: Introduction to Tourism Industry**
 - Organized Lecture class and tutorial discussions
 - Graded term papers, final examinations and student tutorial participation

- Course Instructor, Universiti Malaysia Kelantan
 - **Course title: Consumer Behaviour in Tourism**
 - Organized lecture class and tutorial discussions
 - Graded term papers, final examinations and student tutorial participation

- Course Instructor, Universiti Malaysia Kelantan
 - **Course title: Tourism Cultural and Heritage**
 - Advising class event project, organized lecture class and tutorial discussions
 - Graded term papers, final projects and student tutorial participation

- Course Instructor, Universiti Malaysia Kelantan
 - **Course title: Event Management**
 - Advising class event project, organized lecture class and tutorial discussions
 - Graded term papers, final projects and student tutorial participation

- Teaching Assistant, Universiti Malaysia Kelantan
 - **Course title: Operation Management**
 - Organized tutorial discussions
 - Graded term papers, final examinations and student tutorial participation

- Teaching Assistant, Universiti Malaysia Kelantan
 - **Course title: Travel and Tour Management**
 - Organized tutorial discussions
 - Graded term papers, final examinations and student tutorial participation

PUBLICATIONS

- **Nik Alif Amri B. Nik Hashim, Mohd Noor Ismawi Bin Ismail, Zaimatul Binti Awang & Fauzan Hafiz Muhammad Safri, 2013**
N.A.A. Nik Hashim, M.N.I. Ismail, **Z. Awang** & F.H. Muhammad Safri. Strategies of travel agency in facing disintermediation (Taylor & Francis Publication)
- **Zaimatul Binti Awang, Norliza Aminudin, Nik Alif Amri B. Nik Hashim & Nor Azah Mustapha, 2013**
Z. Awang, N. Aminudin., N.A.A Nik Hashim& N.A. Mustapha. Shopping mall attractiveness: Factors affecting consumer decision towards visitation (Taylor & Francis Publication)

- **Zaimatul Binti Awang, Nik Alif Amri B. Nik Hashim, Fauzan Hafiz Muhammad Safri & Boyd Sun Fatt, 2014**
Z, Awang, N.A.A. Nik Hashim, F.H. Muhammad Safri, Fatt, B.S. (2014). Travel Agents and Disintermediation in Malaysia: The Direct Impacts. Proceedings of the 3rd International Seminar on Entrepreneurship and Business.
- **Zaimatul Binti Awang, Nik Alif Amri B. Nik Hashim, Nur A'mirah Mohd Yaziz & Nor Syazwani Asmuni, 2015**
Z Awang, NAAN Hashim, NAM Yaziz, NS Asmuni. Assessing Customer Intention towards the use of Website on Online Air Ticket Booking. Proceedings of the 4th International Seminar on Entrepreneurship and Business.
- **Nur A'mirah Mohd Yaziz, Nuur Sabiha Ismail, Nurul Ashykin Abd Aziz, Hasif Rafidee Hasbollah, Zaimatul Awang, 2015**
NAM Yaziz, NS Ismail, NAA Aziz, HR Hasbollah, **Z Awang**. Multi-level marketing (MLM) association factors of business income. Proceedings of the 4th International Seminar on Entrepreneurship and Business.
- Siti Atikah Rusli, Nurashikin Binti A. Ridzuan, Nurul Hafizah Binti Mohd Yasin, **Zaimatul Binti Awang** (2017), Silver Award - The International University Carnival on E-Learning (IUCEL) 2017, Online Practicum Evaluation System (OPES)
- **Mohammed Ruqaimi Remeli, Sathish Kumar Velayuthan, Zaimatul Awang, & Nik Alif Amri Nik Hashim. 2017**
M.R. Remeli, Velayuthan, S.K., **Z. Awang**, N.A.A. Nik Hashim. An Insight on Sabah Tourists' Gastronomic Preferences. E-Proceedings of 1st Connect-Us Conference (CuC 2017) Sustainable Society Development: Human, Environmental and Economic Vitality.
- **Sathish Kumar Velayuthan, Nik Alif Amri Nik Hashim, Zaimatul Awang & Mohammed Ruqaimi Remeli, 2017**
Velayuthan, S.K., N.A.A. Nik Hashim, **Z. Awang**., M.R. Remeli. Do Community Engagement Matters in Sustainable Tourism Planning? Issues and Challenges in Developing and Developed Nations. E-Proceedings of 1stConnect-Us Conference (CuC 2017) Sustainable Society Development: Human, Environmental and Economic Vitality.
- **Nik Alif Amri Nik Hashim, Mohd Asyraf Mohd Noor, Zaimatul Awang, Roslizawati Che Aziz, Abdullah Muhamed Yusoff. 2018**

Hashim, N. A. A. N., Noor, M. A. M., Awang, Z., Aziz, R. C., & Yusoff, A. M. (2018). The Influence of Tourist Perceived Risk towards Travel Intention: A Conceptual Paper. *International Journal of Academic Research in Business and Social Sciences*, 8(16), 92–102.

- **Roslizawati Binti Che Aziz, Zaimatul Awang, Nik Alif Amri Nik Hashim. 2018**
Aziz, R. C., Hashim, N. A. A. N., & Awang, Z. (2018). Unlocking the Potentials of Tourism Development in Rural Areas Using the Appreciative Inquiry Approach. *Journal of Tourism, Hospitality & Culinary Arts*, 9(2), 357-370.
- **Nik Alif Amri Nik Hashim, Abdullah Muhamed Yusoff, Zaimatul Awang, Roslizawati Che Aziz, Shah Iskandar Fahmie Ramlee, Nurzehan Abu Bakar, Mohd Asyraf Mohd Noor. 2019**
The Effect of Domestic Tourist Perceived Risk on Revisit Intention in Malaysia. *International Journal of Innovative Technology and Exploring Engineering (IJITEE)*, 8(10), 4591-4596.
- **Nik Alif Amri Nik Hashim, Fauzan Hafiz Muhammad Safri, Abdullah Muhammed Yusoff, Raja Norliana Raja Omar, Sathish Kumar Velayuthan, Hazyati Hashim, Roslizawati Che Aziz, Zaimatul Awang, Ghazali Ahmad, Boyd Sun Fatt. 2019**
Hashim, N. A. A. N., Safri, F. H. M., Yusoff, A. M., Omar, R. N. R., Velayuthan, S. K., Hashim, H., Aziz, R. C., Awang, Z., Ahmad, G., & Fatt, B. S. (2019). Disintermediation Threat: How and What Strategies are Used by Traditional Travel Agency to Survive?. *TEST Engineering & Management*, 59(6S), 1022-1031.
- **Nik Alif Amri Nik Hashim, Shah Iskandar Fahmie Ramlee, Abdullah Muhammed Yusoff, Normaizana Mat Nawati, Zaimatul Awang, Siti Afiqah Zainuddin, Tahirah Abdullah, Ghazali Ahmad, Marlisa Abdul Rahim, Boyd Sun Fatt. 2019**
Hashim, N. A. A. N., , S. I. F. R. ., Yusoff, A. M., , N. M. N., Awang, Z., Zainuddin, S. A., , T. A., Ahmad, G., Rahim, M. A., & Fatt, B. S. (2019). Internet Shopping: How the Consumer Purchase Behaviour is Impacted by Risk Perception. *TEST Engineering & Management*, 59(6S), 1014-1021.
- **Nik Alif Amri Nik Hashim, Sathish Kumar Velayuthan, Abdullah Muhamed Yusoff, Zaimatul Awang, Fauzan Hafiz Muhammad Safri. 2019**
Hashim, N. A. A. N., Velayuthan, S. K., Yusoff, A. M., Awang, Z., & Safri, F. H. M. (2019). Validating the Measuring Instrument for Motivation Factors towards Visiting Spa and Wellness Tourism Destinations in Kuala Lumpur. . *International Journal of Innovative Technology and Exploring Engineering (IJITEE)*, 8(9S), 1106-1108.

- **Sathish Kumar Velayuthan, Nik Alif Amri Nik Hashim, Abdullah Bin Muhamed Yusoff, Zaimatul Awang, Shah Iskandar Fahmie Bin Ramlee. 2019**
 Velayuthan, S. K., Hashim, N. A. A. N., Yusoff, A. B. M., Awang, Z., & Ramlee, S.I.F. (2019). A Proposed Framework on Urban Vacationers Motivation in Visiting Spa and Wellness Centre. *International Journal of Academic Research Business and Social Sciences*, 9(5), 597–603.
- **Nik Alif Amri Nik Hashim, Abdullah Mohamed Yusof, Roslizawati Che Aziz, Zaimatul Awang. 2019**
 Hashim, N. A. A. N., Yusof, A. M., Aziz, R. C., & Awang, Z. (2019). The Effect of Domestic Tourist Perceived Risk on Revisit Intention in Malaysia. , . *International Journal of Innovative Technology and Exploring Engineering (IJITEE)*, 8(10), 4591–4596.
- **Nik Alif Amri Nik Hashim, Zaimatul Awang, Abdullah Muhamed Yusoff, Fauzan Hafiz Muhammad Safri, Boyd Sun Fatt, Sathish Kumar Velayuthan, Hazyati Hashim, Selvi Novianti. 2020**
 Hashim, N. A. A. N., Awang, Z., Yusoff, A. M., Safri, F. H. M., Fatt, B. S., Velayuthan, S. K., Hashim, H., & Novianti, S. (2020). Validating the Measuring Instrument for Determinants of Tourist's Preferences toward Revisit Intention: A Study of Genting Highland. *Journal of Advanced Research in Dynamical & Control Systems*, 12(7), 2236-2240.
- **Nik Alif Amri Nik Hashim, Roslizawati Che Aziz, Abdullah Muhamed Yusoff, Shah Iskandar Fahmie Ramlee, Wan Farha Wan Zulkiffli, Zaimatul Awang, Nor Maizana Mat Nawi, Marlisa Abdul Rahim. 2020**
 Hashim, N. A. A. N., Aziz, R. C., Yusoff, A. M., Ramlee, S. I. F., Zulkifli, W. F. W., Awang, Z., Nawi, N.M., Rahim, M.A. (2020). The Success of Halal Supply Chain Management Practices in Malaysia. *Journal of Advanced Research in Dynamical & Control Systems*, 12(8), 232-236.
- **Roslizawati Che Aziz, Nik Alif Amri Nik Hashim, Abdullah Muhamed Yusoff, Zaimatul Awang, Derweanna Bah Simpong, Raja Norliana Raja Omar, Nur Azimah Othman. 2020**
 Aziz, R. C., Hashim, N. A. A. N., Yusoff, A. M., Awang, Z., Simpong, D. B., Omar, R. N. R., & Othman, N. A. (2020). Do Knowledge And Awareness Affect The Implementation of Green Practices? The Perspectives of Higher Education Students in Malaysia. *International Journal of Psychosocial Rehabilitation*, 24(6), 6997-7007.
- **Nik Alif Amri Nik Hashim, Wan Farha Wan Zulkifli, Roslizawati Che Aziz, Nor Maizana Mat Nawi, Zaimatul Awang, Nur Hafizah Muhammad, Abdullah Muhamed Yusoff. 2020**
 Hashim, N. A. A. N., Zulkifli, W. F. W., , R. C. A., Nawi, N. M. M., Awang, Z., Muhammad, N. H., & Yusoff, A. M. (2020). Grab Pay App: The Factors

Influencing Tourists' Behavioural Intention-to-Use. *Journal of Talent Development and Excellence*, 12(3S), 820-828.

- **Harnidah Samengon, Nik Alif Amri Nik Hashim, Nor Maizana Mat Nawi, Ghazali Ahmad, Nor Azimah Othman, Nurashikin A Ridzuan, Dearwana Bah Simpong, Zaimatul Awang, Abdullah Muhamed Yusoff, Roslizawati Che Aziz. 2020**

Samengon, H., Hashim, N. A. A. N., Nawi, N. M. M., Ahmad, G., , N. A. O., Ridzuan, N. A., Simpong, D. B., Awang, Z., Yusoff, A. M., & Aziz, R. C. (2020). Factors Affecting Turnover Intention of Three-Star Hotel Industry in Malaysia. *TEST Engineering and Management*, 82(January-February 2020), 11056 - 11064.

RESEARCH EXPERIENCES

- August 2017 – July 2019 Leader - Fundamental Research Grant Scheme (FRGS)
- Jun 2016 – Jun 2017 : Members - Short Term Grant Scheme (SGJP), Universiti Malaysia Kelantan

CONSULTATIONS

- Supervisor - Final Research Project –PPTA I & II - 2017
 - 16 students Final Year - Bachelor of Entrepreneurship (Tourism)
- Supervisor - Final Research Project –PPTA I & II - 2016
 - 16 students Final Year - Bachelor of Entrepreneurship (Tourism)
- Supervisor - Final Research Project –PPTA I & II – 2016
 - 10 students Final Year - Bachelor of Entrepreneurship (Tourism)
- Supervisor - Final Research Project –PPTA I & II – 2016
 - 6 students Final Year - Bachelor of Entrepreneurship (Tourism& Hospitality)
- Members - Khidmat Perundingan Perkhidmatan bersama Warga Sekolah Kebangsaan Tudan, Tuaran Sabah serta Penduduk sekitar.