



Abdullah Bin Muhamed Yusoff

A person who has a strong belief and confidence pursue goals. Calm, pleasant, helpful and hardworking individual who has a passion about foods and customers services. Professional at any times and genuinely strives in realising targeted visions. Able to work in a managerial level or team player and proven ability to work under pressures to meet the datelines. Enjoyed being a part of a dynamic and energetic team where commitment, accountability and integrity become the priority.

Personal Particulars	
Age: 39 years old	Date of Birth: 29th April 1980
Nationality: Malaysian	Gender: Male
Contact Number: 017-2605577	Email Address: abdullah.my@umk.edu.my
	Alternative email: abduhuitm@gmail.com
Home Address: PT 823 Jalan Kurnia Jaya 27 Taman Kurnia Jaya 16100, Pengkalan Chepa Kota Bharu	
Educational Background	
Highest Educational Level:	
1) 2019	
Ph.D Candidate in Hospitality Management	
Field of study: Traditional Food, Malay Kuih, Young Generation	
Research Topic: Traditional Malay Kuih: The Knowledge Imparted Towards Young Generation Practices In Malaysia	
University: Universiti Teknologi MARA (UiTM)	
2) 2014	
Master in Gastronomy	
Field of Study: Gastronomy Tourism, Food & Beverage Preparation, Foodservice Management	
Research Topic: Factors Determining Consumers Revisit Intention to Dine At Upscale Malay Ethnic Restaurants In Kuala Lumpur	
University: Universiti Teknologi MARA Shah Alam, Malaysia	
CGPA: 3.49	
Graduation Date: 10 th May 2014	

- 3) **2011**
Bachelor of Science (Hons) in Culinary Art Management
University: Universiti Teknologi MARA Shah Alam, Malaysia
CGPA: 2.84
Graduation Date: 20th Oct 2011
- 4) **2006**
Diploma Culinary Art
University: Universiti Teknologi MARA Shah Alam, Malaysia
CGPA: 3.06
Graduation Date: 25th May 2006
- 5) **2000**
Certificate in Hotel and Restaurant Service
University: Universiti Teknologi MARA Shah Alam, Malaysia
CGPA: 2.75
Graduation Date: 25th May 2000

Research Interests

- Traditional Foods
- Consumer Cultures
- Restaurants Marketing
- Physical Enviroment
- Customer service
- Food Innovation
- Gastronomy Tourism

Objective

A skilled Culinary Professional, recognized for a comprehensive knowledge of international cuisine and an innovative approach to setting the stage for a customized dining experience. Exceptional communication and staff management abilities. Demonstrated skills in effectively supervising various work stations for quality and hygiene assurance.

Employment History

- 1) **Universiti Malaysia Kelantan**
Position: Lecturer
Date Joined: 5th September 2017- Present
Position Achievement: Lab Leader Basil Leaves Hospitality Lab

Main duties and Key Responsibilities

- Teaching and mentoring students
- Monitoring and managing all the kitchens operation and kitchen staff and students scheduling, maintaining a food quality, cleanliness and hygiene practices at Basil Leaves Hospitality Lab kitchen.
- Overseeing student menu development and preparing a standardize recipes
- Overseeing Basil Leaves cafe menu development and preparing a standardize recipes
- Maintain comprehensive product knowledge including ingredients, equipment, suppliers, markets and current trends and make appropriate adjustments to kitchen operations accordingly
- Reviews the documentation process for government tender

Achievement

2020

- 1.

2019

1. Participant of Program Kenali UMK Bil.1/2019
2. Participant of Kursus Keusahawanan UMK Bil. 1/2019
3. Silver medallist for participating K-Novasi Teaching and Learning 4.0: Application of Online and Assessment for Physical Activity Course
4. Coordinator for the Food and Beverage Management (AHS4103) Semester September 2019
5. Program Volontourism – Make Over Kampung Pelancongan Budaya, Kelantan PCB Resort
6. Participant of 3rd Hospitality, Tourism and Wellness Colloquium 2019
7. Silver medallist for participating IUCEL 2019 International University Carnival on E-Learning: Inspiring Innovation for Sustainable Futures. Interactive Physical Activity Education Program (IPEAP)
8. Participant of Halal Clinic and Training 2019, Menara Atlan Kuala Lumpur. Malaysian Bioeconomy Development Corporation
9. Participant of Food Handlers Course 2019
10. Awarded the Most Supporting Lecturer (Man Categories) 2019
- 11.

2018

1. Silver medallist for the Teaching Enhancement & Learning innovation Carnival (TELIC'18) VIDEO-BASED EDUCATIONAL INTERVENTION FOR EFFECTIVE FOOD SAFETY EDUCATION, UMK Bachok, Kelantan.
2. Participant of Teaching and Learning Course Module (P&P) Bil.1/2018 on 11th-21st April 2018, UMK Kampus Kota, Pengkalan Chepa, Kelantan
3. Gold Medallist in Asia Innovation Show; AnJ as an Alternative Cough Medication on 27th – 28th April 2018, Penang
4. Silver Medallist for the innovation project IPOMOE CRUNCHY CRUNCH CEREAL, National Innovation and Invention Competition Through Exhibition 2018, 20th – 22nd March 2018, Sungai Petani, Kedah
5. Gold Medallist for the innovation AKOK PREMIX, National Innovation and Invention Competition Through Exhibition 2018, 20th – 22nd March 2018 Sungai Petani, Kedah
6. A Presenter in International Conference on Tourism, Technology and Business Management (ICTTBM 2018), Paper title Factor Determining Customers Revisit Intention to Dine at Upscale Malay Ethnic Restaurants at TH Hotel and Convention Centre, Terengganu Malaysia
7. Panel for Master proposal defence *Assessing the awareness, knowledge and practice of waste management among restaurants operator in Klang Valley.*
8. Committee members of Jawatankuasa Keusahawanan Fakulti Hospitaliti dan Kesejahteraan
9. East Coast Committee members for Persatuan Alumni Kulineri UiTM (PACU) effective from 01st May 2018 – 30th April 2020
10. Supervised final year students project
11. Coordinator for the Restaurant management and Food Service (AHS3063) semester February 2017/2018
12. Coordinator for the Food and Beverage Management (AHS4103) Semester September 2018

2017

1. Supervised final year students project
2. Appointed as a Vice-Chairman Basil Leaves Hospitality Lab for Teaching and learning

3. Bronze Medallist Poster Presentation for the 1st Colloquium for Final Year Project “Awaken The Diversity of Hospitality, Tourism & Wellness Industry
4. Silver Medallist Poster presentation for the 1st Colloquium for Final Year Project “Awaken The Diversity of Hospitality, Tourism & Wellness Industry

Undergraduate Teaching		
Course /Course Code	Student years	Year
Restaurant and Foodservice Management AHS4103	4	2017-2019
Restaurant Management and Food Service AHS3063	3	2017-2019
Introduction to the Hospitality HHS10103	1	2019
Hospitality Product Development AHS3033	4	2019
Basic Cookery HHS20203	2	2019

Undergraduate Supervision

Supervised 12 undergraduate final year projects

2019

- 1) An Awareness of Healthy Eating Behaviour Among Young Adult in Kota Bharu, Kelantan
Leong Kit Yen, Nur Fatimah Nizam, Shahidah Ahmad, Norzamila Komoro zaman
- 2) Analyzing The Factors That Contributes To The Customers Choosing Healthy Food Restaurants In Kota Bharu
Nur Aisya Bazilin Azlan, Nur Izzati Ismail, Rathee A/P Selvarajan
- 3) Analysing Knowledge, Attitudes And Practices Towards Street Hawkers Vendors In Jeli, Kelantan
Afiqah Fu’at, Hajaratul Iswani, Lee Zhee Quan, Rosyada Nadia
- 4) Knowledge, Attitude And Practice (Kap) Of Food Safety in Childcare, Kota Bharu Kelantan
Leong Jia Qian, Nur Afiqah Rafiee, Nur Iluni Hayati Zulfani

2018

- 1) The Influence of Knowledge, Attitude and Practice Toward Food Safety Among Street Food Vendors In Pengkalan Chepa.
Mohd Fadzil Abdull, Azzarul Deris, Umi Kalthom Jamaludin & Nor Shaziera Norapizar
- 2) Factors Determining Tourists Intention To Visit Kelantan As Their Destination Image
Farham Mhd Zaki, Muhammad Fitri Hamdi, Nor Salmi Abdullah Sani & Noraina Jumain
- 3) Factors Determining Student Internship Program towards Career Planning Intention
Dayang Fatin Fathihah Abdul Rahman, Muhammad Zarul Aizat Adam Malik, Noor Suhada Ismail & Salina Nordin

2017

- 1) Factors Affecting Students Selecting Hospitality Courses At University Malaysia Kelantan
Amar Fauzan Osman, Mohammad Akmal Syafi Mohammed Zaini, Mohammad Faiz Abd Latif

- 2) Food Quality, Service Quality and Environment: A Study on the Level Awareness of Food Handler Towards Food Safety Practice In Pengkalan Chepa
Chew Boon Han, Kang Chun Yung, Tan Yung Kang, Teoh Leong Chye
- 3) Perception University Malaysia Kelantan Staff Towards Environment Friendly Restaurant
Muhamad Aizat Firdaus Mohd Fekkeri, Norzamira Othuman, Nur Farhah Alyani Ja'far, Nurul Husna Rozali

Panel reviewer

2018

Masters by Research Candidate

Noorulfarahiah Ismail, Master of Entrepreneurship (Hospitality)

Publication

2020

- 1) Bakar, N.A., Hashim, N. A. A. N., Nawawi, N. M. M., Rahim, M. A., **Yusoff, A. M.**, Aziz, R. C., & Ahmad, G. (2020). Travel Mobile Applications: The Use of Unified Acceptance Technology Model. *International Journal of Innovative Technology and Exploring Engineering (IJITEE)*, 9(3), 3118-3121
- 2) Samengon, H., Hashim, N.A.A.N., Nawawi, N.M.M., Ahmad, G., Othman, N.A., Ridzuan, N.A., Simpong, D.B., Awang, A., **Yusoff, A. M.**, Aziz, R. C., & Ramlee, S. I. F. (2020). Factors Affecting Turnover Intention of Three-Star Hotel Industry in Malaysia. *TEST Engineering & Management*, January-February 2020 (82), 11056-11064.
- 3) Abdul Razak, A., Mansor, N. A., Abdul Razak, R., Mat Nawawi, N. M., **Mohamed Yusoff, A.**, & Din, N. (2020). Changing Awareness about Health Behavior: A Study among Young Instagram Users. *The Journal of Behavioral Science*, 15(1), 19-33. Retrieved from <https://so06.tci-thaijo.org/index.php/IJBS/article/view/198301>

2019

- 1) Velayuthan, S. K., Hashim, N. A. A. N., **Yusoff, A.M.**, Awang, Z., & Ramlee, S. I. F. Bin. (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.
- 2) Hashim, N. A. A. N., **Yusoff, 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.
- 3) 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.
- 4) Aziz, R. C., Hashim, N. A. A. N., Omar, R. N. R., **Yusoff, A. M.**, Muhammad, N. H., Simpong, D. B., Abdullah, T., Zainuddin, S. A., & Safri, F. H. M. (2019). Teaching and Learning in Higher Education: E-Learning as a Tool. *International Journal of Innovative Technology and Exploring Engineering (IJITEE)*, 9(1), 458-463.

- 5) 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.
- 6) 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.
- 7) Nawawi, N. M. M., Aziz, R. C., Rahim, M. A., Bakar, N. A., **Yusoff, A. M.**, & Samengon, H. (2019). The Roles of Travel Reviews towards Hotel Guest Loyalty. *Journal of Tourism, Hospitality and Environment Management*, 4(13), 17-23.
- 8) Rashid, A. F. A., Marican, N. D., **Yusoff, A. M.**, Yasin, N. H. M., Halim, H. A., & Hasbollah, H. R. (2019). Evaluation of Interactive Physical Activity Education Program (IPAEP): A Preliminary Study. . *International Journal of Education, Psychology and Counseling*, 4(32), 264-275.

2018

1. **Yusoff, A. M.**, Razak, N. F. A., & , N. A. O. (2018). Factor Determining Customers Revisit Intention To Dine At Upscale Malay Ethnic Restaurants. In *Tourism, Technology And Business Management (ICTTBM 2018)*. (Pp. 128)
2. Mansor, N.A., Omar, H., Abdul Razak, A., **Yusoff, A.M**, Mat Nawawi, N.M., & Ab Rashid, A.F., (2018). The Role of Social Media in Influencing Healthy Lifestyle of Young People, *2nd World Congress on Anti-Aging, Aesthetic, Regenerative, Nutritional and Exercise Medicine (WAAARNEM)*
3. Nik Hashim, N.A.A., Mohd Noor, M.A., Awang, Z., Che Aziz, R., **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*. ISSN: 2222-6990
4. Rahim, A, M., Wan Mohd Nasir, W.M.N., Mat Nawawi, N., Abu Bakar, N., **Yusoff, A.M** & Rosdi, S.N. (2018). Implementation of Islamic Leadership Attributes in Malaysian Shariah Compliant Investment Organization, *International Journal of Creative Future & Heritage*. Vol 6 (2), pp 145-161. ISSN:2289-4527
5. Rahim, A, M., Wan Mohd Nasir, W.M.N., Mat Nawawi, N., Abu Bakar, N., **Yusoff, A.M** & Rosdi, S.N. (2018). The Study of Islamic leader's Attributes and the Implication Towards Shariah Compliant Investment Organization performance. *Journal Sultan Alauddin Sulaiman Shah*. Vol 5 (2) pp. 171-182. e-ISSN: 2289-8042

Conference

2019

1. The Success of Halal Supply Chain Management Practise in Malaysia: *International Conference on Islamic research in Management, Education, Social Science and Technology (ICIRMEST 2019)*
2. Validating the Measuring Instrument for Determinant of Tourist's preference Toward Revisit Intention to Genting Highland: *International Conference on Entrepreneurship, Management, Education, Social Science and Technology (ICEMEST 2019)*
3. Validating the Measuring Instrument for Motivation Factors Towards Visitng Spa and Wellness Tourism Destination In Kuala Lumpur (2019), Hotel Cosmos, Moscow Russia. *2nd International*

Conference on Applied Sciences and Engineering (ICASE 2019)

2018

1. Factor Determining Customers Revisit Intention to Dine at Upscale Malay Ethnic Restaurants: International Conference on Tourism, Technology and Business Management. (2018) eISSN 978-967-15744-2-3

Journal In Review

1. The Measuring Instrument for Determinants of Tourist's Preferences Toward Revisit Intention to Genting Highlands: A Pilot Study.
Nik Alif Amri Nik Hashim, Zaimatul Awang, **Abdullah Muhamed Yusoff**, Fauzan Hafiz Muhammad Safri & Boyd Sun Fatt.
2. Factors Influencing Tourist Preferences: A Case of Genting Highland, Malaysia
Nik Alif Amri Nik Hashim, Zaimatul Awang, **Abdullah Muhamed Yusoff**, Raja Norliana Raja Omar & Roslizawati Che Aziz
3. The success of Halal Supply Chain Management Practices In Malaysia: A Proposed Study.
Nik Alif Amri Nik Hashim, Roslizawati Che Aziz, **Abdullah Muhamed Yusoff**, Shah Iskandar Fahmie Ramlee & Wan Farha Wan Zulkiffli
4. Validating the Measuring Instrument For The Influence of Tourist Risk Perception Towards Revisit Intention: A Pilot Study
Nik Alif Amri Nik Hashim, **Abdullah Muhamed Yusoff**, Zaimatul Awang, Siti Afiqah Zainuddin, & Tahirah Abdullah

Grant

2019

1. Skim Geran Penyelidikan Padanan Universiti (SGPPU)
Malaysian Consumer preference and Acceptance of Locally Produce Smoke Product
ROLE: Members
Budget Allocation: RM 20,400.00
2. Yayasan Sejahtera
Pemeriksaan Komuniti Bachok melalui Program Pembinaan Kapasiti Berimpak Lestari
ROLE: Member
Budget Allocation: RM 54,100.00

2018

1. Fundamental Research Grants Scheme
Topic: The Determinant of Tourist Travel Intention in Malaysia: The Role of Perceive Risk and Destination Image
Research Code: R/FRGS/A.11.00/01117A/001/2017/000442
ROLE: **Chief Grant**
Budget Allocation: RM 57,278.91
2. Skim Geran Jangka Pendek
Topic: Behavioral Intention to used Travel Mobile Apps Among Malaysia Millennial Generation
Research Code: R/SGJP/A11.00/01654A/001/2018/000506
ROLE: **Member**
Budget Allocation: RM 5,000.00

3. Skim Geran Jangka Pendek
Topic: Consumers Lifestyle and Helath: The Role of Social Media in Influencing Healthy Eating
ROLE: **Member**
Budget Allocation: RM 5,000.00
4. Skim Geran Jangka Pendek
Topic: Enhancing Halal Travel From Islamic Leader Attributes in Shariah Complaint Investment Organization Perspective
ROLE: **Member**
Budget Allocation: RM 5,000.00
5. Skim Geran Jangka Pendek
Topic: The Role of Travel Review Towards Hotel Guest Loyalty
ROLE: **Member**
Budget Allocation: RM 5,000.00

Consultancy

2019

1. Yayasan Sejahtera
Consultancy Topic: Perneriksaan Komuniti Bachok Melalui Program Perneriksaan Kapasiti Berimpak Lestari

2) Hotel UiTM Shah Alam

Position: Assistant Lecturer

Date Joined: 1st March 2007- 1st August 2017

Position Achievement: March 2007 – August 2008 (Garde Manger Chef)

August 2008 – August 2010 (Sous Chef)

August 2010 – October 2014 (Coffee House Chef)

October 2014 – 1st August 2017(Transfer to Fakulti Pengurusan Hotel dan Pelancongan Kampus Puncak Alam as Executive Sous Chef)

Main Duties and Key Responsible

- Monitoring and managing a Coffee House Kitchen staff and students scheduling, maintaining a food quality, cleanliness and hygiene praactises in Hotel UiTM Shah Alam.
- Overseeing menu development and preparing a standardize recipes
- In-charge in preparing a government tender specification and documentation process (Fish and seafood, dry items, meats and lambs, vegetables and fruits)
- In charge in preparing a Poultry (chicken) documentation and specification process for direct negotiation within National Farmer Organization (NAFAS) and UiTM.
- Food costing, inventories the utensils and equipment, control purchasing and recieving, maintenance scheduling
- Technical members of Foods Committee; position hold: Secretary
- Monitors and evaluates the vendors whose supplies foods and non-food items.
- Preparing and develop the kitchen utensil documentation process in new campus Puncak Alam.
- Liaise with vendors to supplies equipment.
- Preparing the Standard Operation procedure for Lab and Commercial kitchen.
- Technical Committee members of Hotel UiTM Kampus Puncak Alam and Shah Alam.

Achievement and rewards

2017

1. Awarded as a Anugerah Perkhidmatan Cemerlang for the year 2016 represented Faculty of Hotel & Management, Universiti Teknologi MARA Kampus Puncak Alam. Selangor.

2016

- 1) Bronze Medalist in food competition Battle of the Chef 2016 Penang Class M20- Poultry- Duck, Chicken and Game.
- 2) A trainer for Advance Culinary Skills

2015

- 1) Academic Conference 2015

2014

- 1) Attended in Academic Conference 2014
- 2) October 2014: Awarded as a Diploma Holder 4th places in Battle of the Chef Penang 2014 for participating in class Malay Ethnic Cuisine.

2011

- 1) Awarded as a *Anugerah Perkhidmatan Cemerlang* for the year 2011 represented Faculty of Hotel & Tourism Management, Universiti Teknologi MARA
- 2) Attended in Academic Conference 2011 Universiti Teknologi MARA
- 3) Participated in Essential Food Handling Symposium Coordinated by Pusat Kesihatan university Teknologi MARA dated 28th July 2011.
- 4) Committee Members of 74th UiTM Convocation

2010

- 1) Participated a colloquium Pra-PTK (Strategies for writing a reflective paper) on 18th May 2010
- 2) Committee Members of 73rd UiTM Convocation.

2009

- 1) Awarded as a silver medalist in Bio-Inno Award 2009 invent on Tamarind Dipping Sauce Supported by Malaysia Association of Research Scientist (MARS) & BIOTECHCORP (Malaysia Biotechnology Corporation)
- 2) Participated in Food and Hotel Malaysia Competition *Culinaire 2009 Malaysia* in Class 21 Malay Ethnic Cuisine
- 3) Participated in PENCIPTA 2009 invent on Tamarind Dipping Sauce organized by Universiti Malaya
- 4) Awarded as a Gold Medalist in IDD Invention, Innovation & Design Competition event 2009, invent on Tamarind Dipping Sauce

2007

- 1) Awarded as a Gold Medalist in Food and Hotel Malaysia Competition *Culinaire Malaysia* in Class 21 Malay Ethnic Cuisine.

- 3) **The Palm Garden Hotel and Resort Putrajaya**
Position: Commis 1
Date Joined: 2006-2007
Position Achievement: Nil

Main Duties and Key Responsible

- Manage and helping kitchen staffs maintaining the cleanliness in the kitchen such as walk in chiller, standing chiller and kitchen walkway.
- My daily routine pick-up all ordered groceries from the purchasing department and arrange it in the kitchen.
- Help the Banquet kitchen staffs to prepare the foods ingredients (mise en place). Helping a Banquet kitchen staffs cooked for an event in Hotel.

- 4) **The Pan Pacific Hotel Kuala Lumpur**
Position: Commis 2
Date Joined: May 2002 –Dec 2002
Position Achievement: Nil

Main Duties and Key Responsible

- Help Banquet kitchen staffs maintaining the cleanliness in the kitchen such as walk in chiller, standing chiller and kitchen walkway. My daily routine pick-up all ordered groceries from the purchasing department and arrange it in the kitchen.
- Help the Banquet kitchen staffs to prepare the foods ingredients (mise en place).
- Helping a Banquet kitchen staffs cooked for an event in Hotel.

- 5) **The Puteri Pan pacific Hotel Johor Bahru**
Position: Commis 3
Date Joined: May 2000 –April 2002

Position Achievement: Nil

Main Duties and Key Responsible

- Help coffeehouse kitchen staffs maintaining the cleanliness in the kitchen such as walk in chiller, standing chiller and walkway in the kitchen. Daily routine
Pick-up all ordered groceries from the purchasing department and arrange it in the kitchen.
- Help the coffeehouse kitchen staffs to prepare the foods ingredients (mise en place).

Achievement :

1. Participated in Food and Hotel Malaysia Competition *Culinaire Malaysia* in Class Meat and Lamb Class

Strength

- 1) Great cooking Skills and highly artistic value.
- 2) Good in leadership quality.
- 3) Well Planer.
- 4) Strong in banqueting and restaurant operations.
- 5) Encouraging creativity ideas and empowerment in others.
- 6) Menu planning.
- 7) Creative and innovative resourceful.
- 8) Working independently.
- 9) High commitment in workplace
- 10) Sense of responsibility.
- 11) Excellent cross-cultural communication skills.
- 12) Comprehensive knowledge about food and beverage.

Reference

- 1) **Associate Professor Dr. Rahmat Hashim**
Senior Lecturer
Faculty of Hotel and Tourism Management
Taylor's University Lake Campus
019-2374234
- 2) **Dr. Roslizawati binti Che Aziz**
Deputy Dean of Academic and International
Faculty of Hospitality, Tourism and Wellness
Universiti Malaysia Kelantan
09-7717157