

MAZNE BINTI IBRAHIM

FACULTY OF HOSPITALITY, TOURISM AND WELLNESS
UNIVERSITI MALAYSIA KELANTAN
mazne@umk.edu.my



ACADEMIC QUALIFICATIONS

- 2011 : Master of Science (Tourism Planning),
Universiti Teknologi Malaysia
Malaysia
- 2007 : Bachelor of Science (Hons) Hotel Management,
Universiti Teknologi MARA
Malaysia
- 2005 : Diploma in Hotel Management,
Universiti Teknologi MARA
Malaysia

PREVIOUS EMPLOYMENT

- 2016 – Present : Lecturer
Faculty of Hospitality, Tourism and Wellness
Universiti Malaysia Kelantan
Malaysia
- 2011 – 2016 : Lecturer
Faculty of Entrepreneurship and Business
Universiti Malaysia Kelantan
Malaysia
- 2008 – 2011 : Tutor
Faculty of Entrepreneurship and Business
Universiti Malaysia Kelantan
Malaysia
- 2007 – 2008 : Sales Coordinator
The Heritage Bay Club, Marina and
Resort, Pulau Duyong, Terengganu
Malaysia

CURRENT TEACHING & ADMINISTRATIVE RESPONSIBILITIES

Taught courses:

- Marketing in Hospitality and Tourism
- Current Issues in Tourism / Current Issues in Hospitality
- Consumer Behavior in Hospitality
- Club Management
- Restaurant and Foodservice Management
- Hospitality Management
- Introduction to Hospitality Management
- Facility Management
- Hospitality Entrepreneurship Seminar
- Hospitality Research Project I & II

Administrative responsibilities: -

RESEARCH & PUBLICATIONS

RESEARCH:

- Fundamental Research Grant Scheme (FRGS 2017):
Fostering Socio-Economic Activities and Community
Involvement in Native Based Tourism Product among
Orang Asli
- Short Term Grant Scheme (SGJP 2018):
Impact of Rural Tourism Products Development on
Tourist Spending in Poverty Alleviation: A Case Study
of Tadam Hill
- Short Term Grant Scheme (SGJP 2016):
Modelling Shariah-Compliance Hotel: An Analytical
and Legal Approach on the Best Practice among
Shariah-Compliance Hoteliers in Malaysia
- Fundamental Research Grant Scheme (FRGS 2010):
The Potential of Pondok Institutions as Spiritual
Tourism Product

PUBLICATION:

- Merealisasikan Pembentukan Hotel Patuh Syariah;
Suatu Penelitian Terhadap Pandangan Pihak
Perhotelan (2019). Inovasi dan Keusahawanan – Era
Revolusi Industri 4.0. UMK Press: Kelantan.
- Ridzuan, N. A., Ibrahim, M., Razali, N. A. M.,
Samengon, H. & Rusli, S. A. (2018). *Impact of Rural
Tourism Products Development on Tourist Spending in
Poverty Alleviation: A Case Study of Tadam Hill*.
Journal of Tourism, Hospitality and Environment
Management. Vol.3 (12), 23-28.
- Musa, A., Kadir, S. A., Ibrahim, M., Jusoh, N., Tahrim,
S. N. C. & Din, N. M. (2017). *Developing a Proper
Framework towards Shariah-Compliant Hotel in
Malaysia: Identifying Opportunities and Challenges*.
Journal of Global Business and Social
Entrepreneurship (GBSE). Vol.1 (4), 103-111.
- Ibrahim, M. Rahim, R. C. & Nor, M. I. (2013). *Push and
Pull Factors Towards Intention to Engage in "Pondok
Pelancongan" Program*. Paper presented at the
International Conference on Social Science Research
(ICSSR), Penang, Malaysia.

CONFERENCE & TRAINING

CONFERENCE:

- 6th International Conference on Global Social Entrepreneurship 2016 (ICoGBSE), Kelantan, Malaysia.
- International Conference on Social Science Research 2013 (ICSSR), Penang, Malaysia.

TRAINING:

- Bengkel Penyediaan Dokumen Semakan Kurikulum & MQA 01 Mod Industri, FHPK, 2019.
- Case Study Teaching Technique Workshop, 2018.
- Academic Writing Workshop, 2018.
- Kursus Protokol & Etiket Sosial, 2018.
- Wellness Programme @Workplace, Faculty of Hospitality, Tourism and Wellness, 2018.
- Bengkel Penyediaan Dokumen Semakan Kurikulum Siri III, FHPK, 2018.
- Strategic Planning Workshop (2016-2026), Faculty of Hospitality, Tourism and Wellness, 2018.
- Entrepreneurship Workshop @INSKEN Graduate Entrepreneur, 2017.
- Bengkel Penggunaan Sistem MYGRANTS, UMK, 2017.
- Bengkel Penilaian dan Pemurnian Permohonan Skim Geran Penyelidikan Fundamental, UMK, 2017.
- Proofreading Workshop, Universiti Malaysia Kelantan, 2016.
- Postgraduate Workshop on the Research Journey and Quality Proceeding, 2016.
- Case Study Workshop, Universiti Malaysia Kelantan, 2016.
- Quick Thesis Writing Workshop and Management Articles of the Mendeley, MPWS, 2015.
- Qualitative Research Methodology Workshop, Universiti Malaysia Kelantan, 2015.
- One Day Workshop on Doing a Critical Literature Review: Tips to Constructing A Quality Thesis, 2015.
- SMART PLS Workshop, Universiti Malaysia Kelantan, 2014.
- Teaching Console Workshop, Universiti Malaysia Kelantan, 2014.
- Time Management Technique Workshop, Universiti Malaysia Kelantan, 2014.
- Outcome Based Education Workshop, Universiti Malaysia Kelantan, 2013.
- Quantitative Research Workshop on SPSS Software, Universiti Malaysia Kelantan, 2013.
- PHD Journey Workshop, Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan, 2013.
- NVIVO Workshop, Universiti Malaysia Kelantan, 2013.

COMMUNITY SERVICE

- UMK Inbound Mobility Programme: International Student Mobility Programme from Universitas Bengkulu, Indonesia (Introducing Indonesian Food, Culture & Crafting) 2019.
- Voluntourism Programme – Make Over Kampung Pelancongan Budaya Kelantan, PCB Resort, 2019.
- Corporate Social Responsibility (CSR) with JUPEM Kelantan, UiTM Selangor & RISM Pantai Timur, 2018.
- Program Baktisiswa, Jalinan Kasih Hospitaliti, Pudi Chalet, Pantai Melawi, Bachok, 2017.
- Committee for Program Ibadah Qurban dan Jalinan Kasih, Faculty of Entrepreneurship and Business, 2014.
- Committee for Small & Medium Enterprise Programme @UMK, Universiti Malaysia Kelantan, 2014.
- Committee for Graduation of Small & Medium Enterprise @UMK, Universiti Malaysia Kelantan, 2014.
- Committee for Program Small & Medium Enterprise Programme @UMK, Universiti Malaysia Kelantan, 2013.

AWARD WINNING

- **GOLD MEDAL:**
The 1st International Malaysia-Indonesia-Thailand Symposium on Innovation & Creativity (iMIT SiC 2017) *“Advances in High-Fibre Biscuit Using Brown Rice and Banana Peel Flour”*.
- **SPECIAL AWARD:**
The 1st International Malaysia-Indonesia-Thailand Symposium on Innovation & Creativity (iMIT SiC 2017) *“Advances in High-Fibre Biscuit Using Brown Rice and Banana Peel Flour”*.

CURRENT PROFESSIONAL MEMBERSHIP

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