

**NOR AMIRA BINTI MOHD RAZALI**

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**CURRICULUM VITAE**

*Date of birth: 10<sup>th</sup> February 1988*  
*Place of birth: Kelantan, Malaysia*  
*Citizenship: Malaysian*

**EDUCATION & ACADEMIC QUALIFICATIONS**

YEAR	DETAILS
2015	<b>Master of Hospitality Management</b> at Universiti Teknologi MARA (UiTM) Shah Alam, Selangor, Malaysia
2012	<b>Bachelor of Hospitality Management (Hons)</b> at Universiti Utara Malaysia, Sintok, Kedah, Malaysia
2008	<b>Sijil Matrikulasi KPM</b> at Kolej Matrikulasi Melaka, Londang, Melaka, Malaysia
2006	<b>Sijil Pelajaran Malaysia (SPM)</b> at SMU(A) Maahad Muhammadi Perempuan, Kota Bharu, Kelantan, Malaysia

**CURRENT PROFESSIONAL MEMBERSHIP**

NONE

**CURRENT TEACHING AND ADMINISTRATIVE RESPONSIBILITIES****TEACHING ACTIVITIES:**

SUBJECT	PROGRAMME
AHS3063 Restaurant and Food Service Management	Bachelor of Entrepreneurship (Hospitality) With Honours
AHS4013 Food and Beverage Management	Bachelor of Entrepreneurship (Hospitality) With Honours

**ADMINISTRATIVE RESPONSIBILITIES:**

NO.	ROLE/APPOINTMENT	YEAR
1.	<b>Members</b> in JK Pascasiswazah FHPK	2019
2.	<b>Members</b> in JK Penyelidikan & Inovasi FHPK	2019
3.	<b>Members</b> in Task Force Perancangan Strategik dan Penyediaan Kertas Kerja Makmal Fakulti Hospitaliti, Pelacangan dan Kesejahteraan (FHPK), Basil Leaves (2019-2023)	2019
4.	<b>Members</b> in JK Prasiswazah FHPK	2018
5.	<b>Members</b> in JK Peperiksaan FHPK	2018

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| 6. | <b>Members</b> in JK Audit Dalaman FHPK   | 2018 |
| 7. | <b>Members</b> in JK Projek Khas Atlantis | 2018 |

#### PREVIOUS EMPLOYMENT

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YEAR	DETAILS
OCT 2013- Current	<b>Lecturer</b> at Faculty of Hospitality, Tourism & Wellness, Universiti Malaysia Kelantan, City Campus, Kota Bharu, Kelantan.
NOV 2012- SEPT 2013	<b>Pekerja Sambilan Harian (PSH)</b> at Malaysian Institute of Road Safety Research (MIROS), Kajang, Selangor. <ul style="list-style-type: none"> <li>➤ Administrative staff</li> <li>➤ In-charge in the implementation of ISO 9001:2012</li> </ul>

#### CONFERENCES AND TRAINING

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##### CONFERENCE:

NO.	APPOINTMENT	YEAR
1.	<b>Presenter.</b> Understanding the concept of Islamic Hospitality: A move towards Malaysia hotel's sustainability. In 1st International Conference on Hospitality, Tourism and Wellness (IcoHoTS 2021), Universiti Malaysia Kelantan, 13-14 December 2021, live on FHPK Official FB & Google Meet from UMK, Malaysia.	2021
2.	<b>Presenter.</b> Guest eco-friendly attitude and response behaviours towards green hotel in Malaysia. In Hospitality and Tourism Conference 2015, Universiti Teknologi MARA, 2-3 November 2015, UiTM Melaka, Malaysia.	2015

##### TRAINING:

NO.	TRAINING	YEAR
1.	Program Ceo Talk Series Aplikasi Linkedin Kepada Mahasiswa Dan Pensyarah Universiti Malaysia Kelantan (UMK) (25 March 2019)	2019
2.	Program Reset Minda Dan Celik Hati Bersama Ybhg. Datuk Prof. Dr. Muhaya Mohamad (17 Feb 2019)	2019
3.	Bengkel Penyediaan Dokumen Semakan Kurikulum Dan MQA 01 Mod Industri (14-16 Feb 2019)	2019
4.	Bengkel Penyeliaan Dan Penilaian PPTA (11-12 Feb 2019)	2019
5.	Bengkel Pemantapan Kajian Literatur Pascasiswazah 2018 (13 Aug 2018)	2018
6.	Bengkel Penulisan Jurnal (8 Aug 2018)	2018
7.	Bengkel Penerbitan Buku Karya Suntingan Fasa 1/2018 FHPK (31 Oct- 1 Nov 2018)	2018
8.	Bicara Geran MOSTI (6 Apr 2017)	2017
9.	Bengkel Penggunaan Sistem Mygrants (12 Feb 2017)	2017
10.	Bengkel Proofreading (11-12 Oct 2016)	2016
11.	Kursus Metodologi Penyelidikan (7-11 & 14-15 Aug 2016)	2016

12. Latihan/ Workshop bagi Pangkalan Data Web of Science (WOS) (11 May 2016) 2016

## RESEARCH AND PUBLICATIONS

### RESEARCH:

NO.	RESEARCH GRANT/ROLE	PERIOD/STATUS	TYPE/REFERENCE	AMOUNT
1	<b>Impact of Rural Tourism Product Development on Tourist Spending in Poverty Alleviation: A Case Study of Tadam Hill</b> Project Leader: Nurashikin A Ridzuan Members: Nor Amira Mohd Razali, Harnidah Samengon, Mazne Ibrahim, Siti Atikah Rusli	DEC 2017- 2019 (COMPLETED)	SGJP	RM5000

### PUBLICATIONS:

NO.	TITLE	TYPE	YEAR
1.	Razali N. A. M., Awang K. W., Yusof M. F. M., & Hasan H. (2022). Understanding the concept of Islamic hospitality: A move towards Malaysia hotel's sustainability. <i>Journal of Tourism, Hospitality &amp; Culinary Arts</i> , 14(1), 175-186.	Indexed Journal	2022
2.	Razali, N.A.M., Shahril, A. M., Rahim, M. A., & Samengon, H. (2019). Eco-Friendly Attitude and Response Behaviours of Green Hotel Guest in Malaysia. <i>Journal of Tourism, Hospitality and Environment Management</i> , 4(13), 77-89.	Indexed Journal	2019
3.	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. <i>Journal of Tourism, Hospitality and Environment Management</i> , 3(12), 23-28.	Indexed Journal	2018
4.	Aziz, R. A., Simpong, D. B., Ridzuan, N. A., Usolluddin, H. H., & Razali, N. A.M., (2018). Tourism Stakeholders' Support and Impacts of Sustainable Rural Tourism Development in Kelantan, Malaysia in <i>Proceeding international conference on Tourism, Technology and Business Management 2018, TH Hotel &amp; Convention Centre, Terengganu, 12-13 March 2018</i> (pp. 119-127).	Proceeding	2018
5.	Virtual Evaluation System For Industrial Training (Vesit)	Proceeding	2018

6.	The Attribution of Using iPad On UMK Students' Active Learning <i>Authors: FatimatuZZahraa' A'bidin, Nurul Farah Amira Hazlin, Tuan Noor Raebah Tuan Alias, Nur Adilla Adzleen Shamuri &amp; Nor Amira Mohd Razali</i>	Proceeding	2018
7.	Factors Affecting Small Medium Enterprises (Hotels and Resorts) Performances in Kelantan <i>Authors: Ifahayati Mohd Abdullah, Teoh Li Chin, Noor Aina Syafiqah Laili Nasir &amp; Nor Amira Mohd Razali</i>	Proceeding	2018
8.	The Factors that Influence Fresh Graduates' Marketability in Food and Beverage Sector <i>Authors: Fatin Syafiqah Mohamed Sophiee, Nur Aisyah Hizwani Buang, Nur Syafira Rosdi &amp; Nor Amira Mohd Razali</i>	Proceeding	2018
9.	Influencing Factors of Generation Z in Choosing Hostel Accommodation at University <i>Authors: Nur Syahidah Abu Bakar, Nurhasneeda Zainudin, Tew Eu Keong &amp; Nor Amira Mohd Razali</i>	Proceeding	2018
10.	A Study on Perception of First Year Student of Hospitality in University Malaysia Kelantan City Campus Toward Job Perspective in Hospitality Industry	Proceeding	2017
11.	Factors Affecting Snacking Habits Among UMK Students at City Campus	Proceeding	2017
12.	Relationship Between Workplace Problems and Intention to Stay in Food & Beverage Industry	Proceeding	2017
13.	Mohd Razali, N. A., & Shahril, A. M. (2015). Guest eco-friendly attitude and response behaviours towards green hotel in Malaysia. In Jamal et al (Ed.), <i>Proceeding of HTC 2015 (Malacca, Malaysia, 2-3 November 2015): Innovation and Best Practices in Hospitality and Tourism Research</i> (pp. 221-225). London: Taylor & Francis Group.	Proceeding	2015

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#### CONSULTANCY

NONE

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#### COMMUNITY SERVICES

NO	ACTIVITIES/PROJECT	ROLE	YEAR
1	Bengkel Menghadiri Temuduga SMK Long Yunus, Bachok, Kelantan	Facilitator	20 OKT 2017
2	Corporate Social Responsibility (CSR) Bersama JUPEM Kelantan, UiTM Selangor Dan RISM Pantai Timur	Participant	18-19 NOV 2018
3	Gotong-Royong Perdana Anjuran Majlis Perbandaran Kota Bharu (MPKB)	Participant	26 JULAI 2018

## MEDALS & COMPETITION

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NO	TYPE OF MEDAL/PROJECT/ROLE	COMPETITION & MAIN ORGANIZER	STAGE	YEAR
1.	Project: Application of SAMR Model: Designing Transformational Approach for F&B Course Medal: SILVER Role: Member	Teaching Enhancement & Learning Innovation Carnival (Telic), Universiti Malaysia Kelantan (UMK)	National	2019
2.	Project: Interactive Learning System For F&B Management Course (ILeSFoM) Medal: SILVER Role: Member	Karnival Inovasi (K-NOVASI) Pengajaran & Pembelajaran Kali ke-5 2019, Universiti Kebangsaan Malaysia (UKM)	National	2019
3.	Project: Online Practicum Evaluation System (OPES) Medal: GOLD Role: Member	National Innovation and invention competition through exhibition 2018 (i' COMPEX 18), Politeknik Sultan Abdul Halim Mu'adzam Shah (POLIMAS)	National	2018
4.	Project: Online Practicum Evaluation System (OPES) Medal: SILVER Role: Member	Pameran Penyelidikan & Inovasi 2018, Universiti Malaysia Kelantan (UMK)	National	2018
5.	Project: Online Practicum Evaluation System (OPES) Medal: SILVER Role: Member	International University Carnival on e-Learning (IUCEL 2017), Universiti Sains Islam Malaysia (USIM)	International	2017

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