

CURRICULUM VITAE



- 1. Name** Professor Khairil Wahidin Bin Awang, PhD
- Faculty Faculty of Hospitality, Tourism and Wellness,
Universiti Malaysia Kelantan, Kota Bharu
- Specialization in tourism planning and development, sustainable tourism, including within the arena of spatial and temporal development attributes of tourism related SMEs, eco/nature-tourism, community participation and Moslem-Friendly Tourism/Islamic Tourism
- Tel: +609 7711670
khairil.w@umk.edu.my
- 2. Date of Birth** 5th June 1964
- 3. Working Experience** Universiti Malaysia Kelantan (from 13 Sept 2017 to present)
- Universiti Putra Malaysia (from 1 June 2000 to 12 Sept 2017)
- Universiti Teknologi MARA (from 10 July 1994 to 31 May 2000)

4. Academic Qualification

| Degree | Institution | Year |
|---|--|------|
| Doc. of Philosophy in Tourism Geography | University of Wales, Aberystwyth, United Kingdom | 2006 |
| Master of Art in Geography | University of Nebraska - Lincoln, United States. | 1989 |
| Bachelor of Science in Geology | University of Nebraska - Lincoln, United States. | 1987 |

5. Academic and Other Appointments

Universiti Malaysia Kelantan Board of Directors (1 October 2019 – 31 December 2021)

Dean, Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan (16 January 2020 – 31 December 2021)

SENATE member Universiti Malaysia Kelantan (25 March 2019 – 31 December 2021)

Professor, Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan (13 Sept 2017 – present)

Visiting Scholar, Islamic Tourism Centre, Ministry of Tourism and Culture of Malaysia (5 January – 3 April 2015)

Visiting Professor of Tourism, Sabaragamuwa University of Sri Lanka (August and November 2014)

Associate Professor, Department of Management and Marketing, Faculty of Economics and Management, UPM (September 2013 – Sept 2017)

Research Associate Geo-Spatial Information Science Research Centre, UPM (Dec 2012-2015)

Senior Lecturer, Department of Management and Marketing, Faculty of Economics and Management, UPM (July 2012 – Sept 2013)

Seconded to the Graduate School of Management, UPM (May 2011-June 2012)

Deputy Dean (Academic and International), Faculty of Economics and Management, UPM (July 2010 - May 2011)

Member of the Graduate School of Management, UPM, (February 2010 - June 2012)

Acting Deputy Dean (Academic and International), Faculty of Economics and Management, UPM (22 Aug 2009 - 21 Sep 2009)

Research Associate, Centre of Excellent for Service Marketing and Tourism, Faculty of Economics and Management, UPM (2008 - 2010).

Head, Department of Hospitality and Recreation, Faculty of Economics and Management, UPM (Feb 2007 - Feb 2010).

Senior Lecturer, Department of Hospitality and Recreation, Faculty of Economics and Management, UPM (2008 - 2011).

Lecturer, Department of Hospitality and Recreation, Faculty of Economics and Management, UPM (2000 - 2008).

Associate Researcher, Institute of Advanced Technology, UPM (2002).

6. Teaching Experience

| Course Code | Course Name | Credit Hours | Level | Year |
|-------------|--|--------------|--|--------------|
| HTS30203 | Tourism Planning and Development | 3 | Undergraduate (UMK) | 2021-present |
| HTS10203 | Tourism Geography | 3 | Undergraduate (UMK) | 2020 |
| HPT30103 | Research Methods | 3 | Undergraduate (UMK) | 2020 |
| ATS2013 | Introduction to Tourism Industry | 3 | Undergraduate (UMK) | 2019 |
| ATS3033 | Tourism Product Development | 3 | Undergraduate (UMK) | 2019 |
| ATS4103 | Culture and Heritage Tourism | 3 | Undergraduate (UMK) | 2018 |
| APT3073 | Research Methods | 3 | Undergraduate (UMK) | 2017-present |
| HPR4320 | Tourism Planning and Development | 3 | Undergraduate (UPM) | 2006-present |
| HPR4106 | Planning and Development for Hospitality, Tourism and Recreational Resources | 3 | Undergraduate (UPM) | 2007-present |
| MGM4174 | Service Management | 3 | Undergraduate (UPM) | 2007 |
| MGM4104 | Research Methods for Business | 3 | Undergraduate (UPM) | 2008-Present |
| TOUR3202 | Contemporary Issues in Tourism | 3 | Undergraduate (LIMKOKWING University of Creative Technology) | 2008 |
| HTT710 | Tourism Environment and Planning | 3 | Postgraduate (UiTM) | 2008-2011 |
| GSM5114 | Business Research Methods | 3 | Postgraduate (PBS/UPM) | 2008-present |
| HPR4317 | Eco and Agro-Tourism | 3 | Undergraduate (UPM) | 2009-present |
| MGM4136 | Current Issues in Management | 3 | Undergraduate (UPM) | 2014-present |
| MGM3101 | Principle of Management | 3 | Undergraduate (UPM) | 2014-present |
| GSM6115 | Research Methodology | 3 | Postgraduate (PBS/UPM) | 2017 |
| MGM3180 | Entrepreneurships | 3 | Undergraduate (UPM) | 2017 |

7. Language proficiency

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| Bahasa Malaysia | Excellent in spoken and written |
| English | Excellent in spoken and written |

8. Administrative Duties

| National Level | | |
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| No | Duties | Year/Duration |
| 1 | National Council of Professor– Chapter Head, Universiti Malaysia Kelantan | Dec 2022-Nov 2024 |
| 2 | Panel of Evaluator on Research Grant Proposals (MyGRANTS) | 2022 |
| 3 | Panel Assessor – Islamic Tourism Research Grant (Ministry of Tourism, Arts and Culture Malaysia) | 2021 |
| 4 | Assessor Long Term Research Grant (LRGS) – Empowerment Programme for Social Harmony Sustainability Among Superdiversity Society of Malaysia | 2020 |
| 5 | Panel Assessor – Islamic Tourism Research Grant (Ministry of Tourism, Arts and Culture Malaysia) | 2020 |
| 6 | Universiti Sunway IPT Evaluation Panel Mygrant | 2020 |
| 7 | Panel Assessor – Islamic Tourism Research Grant (Ministry of Tourism, Arts and Culture Malaysia) | 2019 |
| 8 | Representing Deputy Vice Chancellor (Academic and International) – Midterm Review of Malaysia Education Blueprint 2015-2025 (Higher Education): Engagement With Higher Learning Institution Leaders. Hosted by Academy Sciences of Malaysia | 2019 |

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| 9 | Evaluation penalist for Ministry of Natural Resources and Environment – Fundamental Research Grant | 2018 |
| 10 | Evaluation penalist for Universiti Teknologi Petronas – Fundamental Research Grant | 2017 |
| 11 | Editorial Board for Asian Journal of Case Research | January 2010-1 January 2012 |
| 12 | Associate Editor of Asian Journal of Case Research | November 2007-November 2010 |
| 13 | Committee Member, Case Writers’ Association of Malaysia | 2006-2009 |
| 14 | Programme Coordinator, Bachelor of Business Administration UPM-Malaysia Airlines | October 2000-April 2002 |
| University Level | | |
| 1 | Committee Member (Pre-council) Professional and Management (Academic) Assessment for Promotion | 2023 |
| 2 | Committee Member for Research and Innovation Carnival (CRI) UMK | 2022 |
| 3 | Chairman of Investigative Committee | 2022 |
| 4 | Panel Assessor for UMK Research Fund | 2022 |
| 5 | Committee Member (screening) Vice Chancellor Candidate | 2021 |
| 6 | Member of Investigative Committee (AP59) | 2021 |
| 7 | Carrying Out Duty for Deputy Vice Chancellor (Academic and International) UMK | 25-28 February 2020 |
| 8 | Member of University Quality Council | 2020-2021 |
| 9 | University Board Member on Procurement | 2020/2021 |
| 10 | Committee Member for Graduate Employability | 2020 |
| 11 | Committee member for Education Scholarship | 2020-2021 |
| 12 | Committee Member <i>Penarafan Universiti</i> | 2020-2021 |

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| 13 | Chairman of Assessment Committee for Professor/Associate Professor/Senior Lecturer application -Faculty of Entrepreneurship and Business | 2020-2022 |
| 14 | Member of Academic Association of Universiti Malaysia Kelantan | 2020-present |
| 15 | Chairman, Internal Investigative Committee Universiti Malaysia Kelantan | 2019 |
| 16 | Panel Interviewer for Deputy Vice Chancellor (Academic and International) Post | 2019 |
| 17 | Panel of Assessor for Vice Chancellor Quality Award 2018 | 2019 |
| 18 | Committee Member Assessment for Knowledge Transfer Programme – KTP - grant | 2019 |
| 19 | Committee Member Universiti Malaysia Kelantan Strategic Planning | 2019 |
| 20 | Panel Interview Assessor for Academic Administrators | 2019 |
| 21 | Panel of Assessor for Fundamental Research Grant application | 2016-Present |
| 22 | Committee Member of Edu-tourism product development | 2013-2017 |
| 23 | Observer for Graduate School of Management (GSM) Corporate Strategy Simulation | 2-4 March 2012 |
| 24 | Chairman of Viva for GSM students | November 2011-2017 |
| 25 | Examiner popular writing, for evaluation of competency, for professional and management staff (PTK) | August 2010 |
| 26 | Examiner of individual assignments, for evaluation of competency, for professional and management staff (PTK) | December 2009 |
| 27 | Faculty's representative in the Association of Academic Officers of Universiti Putra Malaysia | July 2008-May 2011 |

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| 28 | Committee Member of Postgraduate Studies Faculty of Economics and Management (FEP)- Graduate School of Management (GSM) | June 2008-June 2012 |
| Faculty Level | | |
| 1 | Mentoring FHPK's Academic, A sharing of Idea "Academe Dominion: Fulfilling Our Responsibility | 12th April 2022 |
| 2 | Chairman Committee for Academic Staff Promotion | 2022 |
| 3 | Examiner for Tourism Research Project HTP40103 | 2022 |
| 4 | Reviewer Empirical Paper HOTWEC 6.0 | 2022 |
| 5 | Postgraduate Committee Member, FHPK | 2019 |
| 6 | Research Committee member, FHPK | 2019 |
| 7 | Panel of Assessor for Research Grant application | 2018 |
| 8 | Examiner for Course Project SPS5903 and SPS6903 | 4 May 2017 |
| 9 | Panel Assessor for Development (Interim) Report and Final Report of Research Grant Workshop | 2016, 2017 |
| 10 | Research and Postgraduate Committee for Department of Management and Marketing | 1 October 2015 – 30 September 2017 |
| 11 | Coordinator Msc/Phd Hospitality, Tourism Programme | 16 February 2013-15 February 2016 |
| 12 | Examiner for Course Project SPS5903 and SPS6903 | 29 May & 9 Dec 2014, 26 May 2016 |
| 13 | Examiner for Course Project ECN5193 | 22 May 2014 |
| 14 | Committee Member of Postgraduate Studies Faculty of Economics and Management | May 2013-April 2015 |
| 15 | Workshop facilitator for research proposal and research achievement analysis | 5-7 July 2013 |
| 16 | Research and publication committee member for Department of Management and Marketing | June 2013-May 2015 |

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| 17 | Panel of Assessor for Fundamental Research Grant Application for Faculty of Economics and Management | January 2012 |
| 18 | Observer for GSM Corporate Strategy Simulation | 2-4 March 2012 |
| 19 | Panel Member for the evaluation of project papers by final year Bachelor in Business Administration students, FEP | 2012 |
| 20 | Academic adviser to undergraduate students, FEP | 2012-2013 |
| 21 | Teaching and Learning Committee, GSM | 2011-2012 |
| 22 | Member of Research Committee, FEP | 2010 |
| 23 | Book Editor for Faculty of Economics Seminar 2010 | 2010-2011 |
| 24 | Facilitator, GSM Corporate Strategy Simulation Programme | 26-29 April 2010 |
| 25 | Committee Member of Postgraduate Studies, FEP - GSM | June 2008-June 2012 |
| 26 | Committee Member, Internal Audit ISO 9001:2008, FEP | July 2009 – June 2011 |
| 27 | Management Committee, FEP | February 2007–February 2010, July 2010-May 2011 |
| 28 | Chairman, Organizing Committee, FEP Seminar 2007 | 2007 |
| 29 | Editor, FEP Seminar 2007 Book | 2007-2008 |
| 30 | Committee Member Final Examinations monitoring, Department of Hospitality and Recreation, FEP | 2007-2008 |
| 31 | Committee Member of Management Audit , FEP | September 2007-September 2009 |
| 32 | Committee Member, Social Club, FEP | 2006-2008 |
| 33 | Committee Member, Internal Audit ISO 9001:2000, FEP | 2006-2008 |
| 34 | Committee Member, FEP Seminar 2006 | 2006 |

9. Research Activities

| No | Title | Role | Related Paper Publications |
|----|---|----------------------|--|
| 1 | Malaysian Homestay Management Model towards collaborative Digital Economy (FRGS), 1 September 2022-31 August 2024, Ringgit Malaysia (RM)79,000 | Co-researcher | On-going |
| 2 | The Impact of Competitive Innovation on the SMEs Organization's Stability, Fundamental Research Grant Scheme (FRGS) Ministry of Education, 1 January 2019 - 31 Dec 2020, Ringgit Malaysia (RM)70,200 | Principle researcher | On-going 1. Nur Fadiyah, M.Z., Mohd Rafi, Y., Sazali, A.W., Khairil, W.A. , Samihah, A. And Ruslee, N. (2022) Green Vehicles, Incentives and Policies: A View from Logistics Companies in Malaysia. Proceedings of ICMAAE-2021, 1244(2022) 012013 doi:10.1088/1757-899X/1244/1/012013 2. Nur Fadiyah M.Z., Sazali A.W., Mohd Rafi. Y., Tengku N.A.T.K., Khairil, W.A. and Zulkarnain, S. (2020) Corporate Spirituality and Sustainability Performance of Logistics Service Providers:A Pilot Study. <i>Solid State Technology</i> . 63(6), 6725-6739 |
| 3 | Cave swiftlet: Beckoning a new form of sustainable nature-based tourism product, Fundamental Research Grant Scheme (FRGS) Ministry of Education, 1 Dec 2014 - 30 Nov 2016, Ringgit Malaysia (RM)88,600 *US\$1 approximately to RM3 | Principle researcher | Completed 1. Khairil, W.A. , Pakhriazad, H.Z., Mohd Hasmadi, I. and Hassan, A. (forthcoming) Gomantong Cave Swiftlets: A Qualitative Analysis of Its Tourism Value. <i>The Journal of Sustainability Science and Management</i> 2. Khairil, W.A. , Mazlina, M. and Hasan, A. (2018) Tourism Supply Side: The Case of Niah Cave's Swiftlets. <i>International Journal of Engineering & Technology</i> 3. Khairil, W.A. , Mazlan, H., Mazlina, M. and Nor'ain Othman. (2017) Cave Swiftlet: A New Horizon in Malaysia's Tourism Industry? <i>Advanced Science letter</i> , 23(9), 8298-8301 4. Khairil, W.A. , Mohamed, A., Norol, H.Z., and Arni, A.G. (2017) Accessing Sustainable Rural Tourism: A Qualitative Analysis of Gomantong Cave, Sabah. <i>Advanced Science Letter</i> , 23(9), 8047-8050 5. Khairil, W.A. , Pakhriazad, H.Z., Mohd Hasmadi, I. and Hassan, A. Gomantong Cave Swiftlets: A Qualitative Analysis of Its Tourism Value. |

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| | | | <i>Proceedings ICSDL2016 International Conference on Sustainable Development and Livelihoods, August 26-28 2016, Abstract. Kuala Terengganu</i> |
| 4 | Swiftlet Farming: A Tourism Product in the Making, Research University Grant (RUGS) UPM, 2012-2014, Ringgit Malaysia (RM)40,000 | Principal researcher | <p>Completed</p> <p>1. Khairil, W.A., Mazlan, H. and Abd. Rashid, A. (2014) Tourism Landscape: Understanding the Swiftlet “Hotel” Phenomenon. <i>Sains HUMANIKA</i>, 5(2), 51-56.</p> <p>2. Khairil, W.A., Mazlan, H. and Rashid, A. (2013). Changing of An Urban Landscape: The Swiftlet Hotels. <i>Proceedings of the SIBR Thammasat Conference Interdisciplinary Business and Economics Research, 6-8 June 2013</i>, Abstract. Bangkok</p> <p>3. Khairil, W.A. (2012) Swiftlet Farming: A Tourism Product in the Making. <i>Proceedings of the Terengganu International Business and Economics Conference, 18-20 October</i>, Abstract. Kuala Terengganu, Malaysia: Universiti Teknologi MARA (Terengganu)</p> |
| 5 | Malaysian Robust Index for Health Tourism, Fundamental Research Grant (FRGS), Ministry of Higher Education of Malaysia, 2012-2014, Ringgit Malaysia (RM)30,000 | Co-researcher | <p>Completed</p> <p>1. Yuhanis A.A, Zaiton, S., Khairil, W.A. and Zulhamri, A. (2014). Developing An Index For Medical Tourism. <i>Proceedings of the International Conference on Global Trends in Academic Research, June 2-3, 2014, Bali, Indonesia</i></p> |
| 6 | Sustainable Development Practices in MICE (Meeting, Incentives, Convention and Exhibition), Fundamental Research Grant (FRGS), Ministry of Higher Education of Malaysia, 2011-2013, Ringgit Malaysia (RM)30,000 | Co-researcher | <p>Completed</p> <p>1. Hamid, M.A., Ismail, N., Mohd Fuza, Z.I., Ahmad, K.N. and Khairil, W.A (2012) Sustainable Tourism Development Practices of MICE Venue Providers in East Coast Region, Peninsula Malaysia. In A. Zainal, S.M. Radzi, R. Hashim, C.T. Chik and R. Abu (Eds.) <i>Proceedings of the International Hospitality and Tourism Conference, 3-5 September 2012</i>, (pp87-90). Kuala Lumpur: Taylor & Francis</p> |
| 7 | Sustainable Growth of Small and Medium-Sized Tourism Enterprises, Research University Grant (RUGS) UPM, 2010-2012, Ringgit Malaysia (RM)68,418 | Principal researcher | <p>Completed</p> <p>1. Khairil, W.A., Aziz, Y.A. and Zaiton, S. (2012) The Growth of Small Hotel Enterprises: The Roles of the State. In F. Tao (Ed.), <i>Proceedings of International Conference on Economics, Business Innovation, May 5-6 Kuala Lumpur</i>, (pp.145-149). Kuala Lumpur: IACSIT Press</p> <p>2. Aziz, Y.A., Khairil, W.A., and Zaiton, S. (2012) Challenges Faced by Micro, Small, and Medium Hotels in Kelantan, Malaysia, <i>International Journal of Economics and Management</i>, 6(1), pp167-190</p> |

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| | | | 3. Khairil, W.A. , Aziz, Y.A. and Zaiton, S. (2011), Micro, Small and Medium-sized Hotel Development: A View from the Practitioners, <i>Proceedings of the 12th International Joint World Cultural Tourism Conference, Istanbul, Turkey</i> . |
| 8 | The Contributions of Conventional Logging Operations to Socio-economic Development of Local Communities in Kuala Berang, Terengganu, Research University Grant (RUGS) UPM, 2009-2010, Ringgit Malaysia (RM)44,000 | Co-researcher | Completed 1. Zaki, P.H., Hamzah, M.Z., Ismail, M.H., Khairil, W.A. and Hamid, H.A. (2010) Malay Customary Tenure and Conflict on Implementation of Colonial Land Law in Peninsular Malaysia. <i>Journal of Law and Conflict Resolution</i> , 2(2), pp.033-045. |
| 9 | The Malaysian Hotel Industry Environmental, Industry Structure and Competitive, 2006 and 2007, Research University Grant (RUGS) UPM, 2008-2009, Ringgit Malaysia (RM)25,000 | Principal researcher | Completed 1. Khairil, W.A. , Radzi, S.M. and Ishak, N.K. (2010) Malaysian Hotel Industry Environment Volatility Rate and Strategic Orientation, <i>Proceedings of 2010 International Conference on Business, Economics and Tourism Management</i> , Singapore, 26-28 February 2010 2. Khairil, W.A. , Ishak, N.K., Radzi, S.M. and Taha, A.Z. (2008) Environmental Variables and Performance: Evidence from the Hotel Industry in Malaysia. <i>International Journal of Economics and Management</i> , 2(1), pp59-79 |
| 10 | The impact of Tourism on the Socio-culture of a Coastal Village: A Case Study of Kampung Seberang Marang, Short Term Reserach Grant UPM, 2001, Ringgit Malaysia (RM)10,000 | Principal researcher | Completed 1. Khairil, W.A. (2001) The Impact of Tourism on the Socio-culture of a Coastal Village: A Case Study of Kampung Seberang Marang, in I. Omar, A. Shuib, Z. Samdin and M. Mahdzar (Eds.), <i>Proceedings of FEP Seminar 1st-5th October 2001</i> , (pp.79-90). Cherating, Malaysia: UPM Press |

10. Student Supervision

| Supervision on Ph.D. students | | | | | |
|-------------------------------|-------------------------|---------------|--------------|--|------------------|
| No | Name | Role | Year started | Title | Status |
| 1 | Bernard Lew Shian Loong | Co-Supervisor | 2008 | Resilient Urban Destination: A Spatial-Economic Characterisation | Completed (2012) |
| 2 | Mohammed Mohebi Nodez | Co-Supervisor | 2008 | Revenue Determinants and Tax Exportability in Malaysian Tourism Market | Completed (2012) |
| 3 | Marzieh Fallah | Co-Supervisor | 2008 | Application of Limits of Acceptable Change | Completed (2015) |

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|----|---------------------------|-----------------|------|--|------------------|
| | | | | Framework in Managing Sustainable Eco-Tourism in Penang National Park | |
| 4 | Thalany Binti Kamary | Co-Supervisor | 2009 | Environmental Valuation of Bako National Park, Sarawak, Malaysia | Completed (2014) |
| 5 | Sarina Mohd Noor | Main Supervisor | 2009 | Challenges Faced by Registered Homestay Operators towards Sustainable Homestay Community Development in Selangor, Malaysia | Completed (2019) |
| 6 | Arni Abdul Ghani | Main Supervisor | 2011 | Local Community Participation in Protected Area of Malaysia | Completed (2016) |
| 7 | Norol Hamiza Zamzuri | Main Supervisor | 2011 | Environmental Sustainability in Meeting, Incentives, Convention and Exhibitions (MICE) | Completed (2016) |
| 8 | Mohd Aslam Mohd Saleem | Main supervisor | 2011 | Authentic and Consistent Sustainable Tourism Development in Rural Sri Lanka | Completed (2014) |
| 9 | Chok Nyen Vui | Co-Supervisor | 2011 | Critical Marketing Contribution toward Health Tourism Services in Malaysia | Completed (2018) |
| 10 | Bello Yekinni Ojo | Co-Supervisor | 2012 | Factors Influencing Decision Making Process of International Students in Selecting Edutourism Destination | Completed (2015) |
| 11 | Zubaidah Harun | Co-Supervisor | 2013 | A Study on the GST in Malaysia | Completed (2016) |
| 12 | Leong Quee Ling | Co-Supervisor | 2014 | Gastronomic Destination Competitiveness Towards Tourism Sustainability: A Mixed Method Study on Malaysia's Heritage Sites | Completed (2017) |
| 13 | Noor Shaila Sarmin | Co-Supervisor | 2014 | The Impact of Sungai Pulai Mangrove Changes to Socio-Economics of the Community | Completed (2017) |
| 14 | Ann Selvaranee Balasingam | Co-Supervisor | 2014 | The Emergence and Sustainability of Commercial Home Enterprises as a Tourism Product | Completed (2018) |
| 15 | Nadzirah Mohammed | Co-Supervisor | 2014 | The Impacts of Destination Attractiveness on Place Attachment, Satisfaction, and Environmentally Responsible Behavior in Marine Park of Malaysia | Completed (2018) |
| 16 | Evelyn Hendriana Oey | Main Supervisor | 2015 | International Students' Preference of Malaysia as Destination of Studies | Completed (2019) |

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| 17 | Azdel Abdul Aziz | Main Supervisor | 2016 | Influence of Technology Readiness Index (TRI) and Unified Theory of Acceptance and Use of Technology (UTAUT) on Behavioral Intention of Online Travel Agency (OTA) Users | Completed (2019) |
| 18 | Nur Fadhah Mohd Zawawi | Co-Supervisor | 2018 | The Determinant Factors Influencing Sustainable LSPS' Performance: Corporate Spirituality as A Moderator | On-going |
| 19 | Noor Amira Mohd Razali | Main Supervisor | 2019 | Exploring Islamic Hospitality: Cases of Hotels in Malaysia | On-going |
| Supervision on M.Sc. students | | | | | |
| 1 | Puvaneswaran a/l Kunasekaran | Co-Supervisor | 2008 | Farmer's Perception on Agrotourism | Completed (2010) |
| 2 | Nik Rozana binti Nik Mohd Masdek | Co-Supervisor | 2008 | Antecedents and Outcomes of Service Recovery Performance: The Perspective of Frontline Employees in Malaysian Hotels. | Completed (2010) |
| 3 | Safiya Musa | Main Supervisor | 2009 | Tourist Satisfaction with Museum Visits in Melaka | Completed (2012) |
| 4 | Tan Sing Ee | Co-Supervisor | 2010 | An Investigation of Contemporary Eco-tour Guides Service Quality in Malaysia | Completed (2013) |
| 5 | Siti Anis Laderlah | Co-supervisor | 2009 | The Development of Islamic Tourism Concept | Completed (2015) |
| 6 | Wan Sahida Wan Zulkifli | Co-supervisor | 2009 | Developing the Concept of Halal Hotel | Completed (2015) |
| 7 | Noorhayati Mohd Rashidi | Co-supervisor | 2012 | Socio-economic Development of Local Community in Pahang National Park | Completed (2017) |
| 8 | Zhang Lan Xuan | Main Supervisor | 2015 | Sustainable Development of Touristic Site in China | Completed (2018) |
| 9 | Toh Jen Ying | Main Supervisor | 2015 | Malaysian Women Perception towards Solo Traveling | Completed (2017) |
| 10 | Karim Ali Khan | Main Supervisor | 2022 | Exploring Loopholes in the Hospitality Management of Pakistan Tourism Development Corporation | On-going |

| MBA Supervision | | | | |
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| No | Name | Year | Topic | Status |
| 1 | Wong Koon Yew | 2010 | Case Study of Shinju Japanese Restaurant: Evaluation of Capital Funding for Further Expansion of Small Business | Completed |

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| 2 | Siti Intan Nurdiana Wong binti Abdullah | 2010 | The Customers' Perspectives on Service Recovery in the Higher Education | Completed |
| 3 | Nur Hanisah binti Ismail | 2010 | Corporate Social Responsibility among Government-Link Companies | Completed |
| 4 | Noraliza binti Jamak | 2010 | Implications of Performance Appraisal on Employees' Motivation | Completed |
| 5 | Nor Lizana Kamaruzaman | 2011 | The Relationship between Fairness of Performance Appraisal and Employees' Satisfaction in the Malaysian Public Sector | Completed |
| 6 | Yap Li Lian | 2011 | Factors that Influence Consumer's Decision Making When Purchasing A New Vehicle | Completed |
| 7 | Rahmah Saidun | 2012 | Generation Y Perception towards Ecotourism | Completed |
| 8 | Nur Fadhila Husna Saad | 2012 | The Impacts of Korean Wave on Malaysian Society | Completed |
| 9 | Yuhanis Mohamed Noor | 2012 | Study on Malaysian Consumers' Perceptions towards Purchasing Foreign Made Vehicles | Completed |
| 10 | Mohd Subky Bin Said | 2016 | A Study on Water Services Industry Act on Syarikat Air Melaka Berhad Before and After Migrating to SPAN Licensing Regime | Completed |
| BBA Project Paper | | | | |
| 1 | Masnizah Maslah | 2009 | Customer Relationship Management: A Case of A Health Laboratory | Completed |
| 2 | Norhayati Mohd Saad | 2016 | Sustainability of Agriculture (agro) Tourism Development | Completed |

Thesis Examiner

| Ph.D. | | | | |
|--------------|--------------------------------|------|--|--|
| No | Name | Year | Title | |
| 1 | Lilian Chan Mei Li | 2009 | The Conservation Value of A Living Heritage in Penang Island | |
| 2 | Syamsul Herman Mohammad Afandi | 2010 | Economic Value of the Perlis State Park As A Recreational Area | |
| 3 | Humairah Hamzah | 2015 | Developing the Tool to Measure the Level of Embracing the Elements of Authenticity in the Preparation of Regional Malay Cuisine in Peninsular Malaysia | |
| 4 | Jatupon Khongtong | 2016 | Factors Affecting Consumers' Decision-Making Process on Safe Street Food Purchasing in Nakhon Si Thammarat (NST) Province, Thailand | |
| 5 | Mazlina Mahdzar | 2016 | Effects of Memorable Tourism Experiences on the Determinations of Visitation to Mulu National Park, Sarawak | |
| 6 | Chia Kei Wei | 2016 | Economic Impacts of Rural Tourism in Semporna, Sabah, Malaysia | |
| 7 | Noor Haslina Mohamad Akhir | 2017 | Economic Contribution, Innovation and Labour Creation in Batik Industry | |
| 8 | Ammar Abdul Ghapar | 2017 | Knowledge of Risks and Vulnerability, Preparedness, the Government Support and Homestay Operators Business Resiliency | |
| 9 | Siti Radhiah Omar | 2017 | The Perspectives of International Tourists on Safeguarding Malaysian Food Culture towards Sustainable Malaysian Heritage Food Intentional Loyalty | |
| 10 | Khursiah Abd Aziz | 2018 | Environmental Sustainability Practices in Hotels in Malaysia | |
| 11 | Sani Ibrahim Amin | 2018 | The Mediating of Ethical Leadership on the Relationship Between Personality Factor, Perceived Group Norms and | |

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| | | | Counter Productive Work Behaviour Amongst University Employees in north west Nigeria |
| 12 | Gamal Abdulah Ali Al-Douis | 2018 | Moderating Effect of Employee's Commitment to Change on the Relationship between Leadership Styles and Employee's Readiness to Change |
| 13 | Nor Azah Mustapha | 2019 | Sustainable Community Participation in Tourism Industry in Tioman |
| 14 | Irza Hanie Abu Samah | 2019 | Organizational Capabilities, Employee Growth Mindset, Intrapreneurship and Employee Engagement in Malaysian Four- and Five-Star Hotels |
| 15 | Tasawar Javed | 2020 | Perception of Organizational Politics and Counterproductive Work Behaviour: Moderating Role of Islamic Work Ethics in Higher Education Sector of Pakistan |
| 16 | Iti Septi | 2021 | Halal Certification Awareness Among Food And Beverages Entrepreneurs In Majalengka West Java Indonesia |
| M.Sc. | | | |
| 1 | Mahani binti Mansor | 2006 | Factors Influencing Demand for Hotel Services in Klang Valley by Middle Eastern Tourist |
| 2 | Ooi Bee Chen | 2007 | Customers' Perception of Service Quality in the Hotel Industry in Kuala Lumpur |
| 3 | Mohd Jinis Abdullah | 2008 | Tourist Leisure and Recreation Experience at Recreational Forest |
| 4 | Nor Khafizah Muhamad Saleh | 2009 | Assessing In-Flight Meals/food Attributes Through Passenger Level of Satisfaction |
| 5 | Agus Riyadi | 2009 | Business Strategy, Environment Variables and Performance of Hotels in Batam Island |
| 6 | Leong Quee Ling | 2010 | The Effect of Food Image on Tourists' Satisfaction and Behavioural Intentions Towards Malaysia |
| 7 | Rosnani Harun | 2010 | Cost and Benefits Analysis of Environmental Conservation in Selected Agricultural Project: Rice Straw Management |
| 8 | Kasimu Abdu Bakori | 2011 | Hotel Industry Participation in Sustainable Tourism Practices |
| 9 | Sulaiha Mohd Isa | 2012 | Factors Influencing Motivation and Commitment of Voluntary Participation in the Multicultural Events and Subsequent Self-Satisfaction |
| 10 | Nadzirah Salehuddin | 2013 | Expectation and Perception towards Satisfaction of University Foodservices in the Klang Valley, Malaysia |
| 11 | Simin Saghafi | 2014 | Women Employability Enroll in Iran Tourism Industry |
| 12 | Nurul Ashikin Ismail | 2014 | Practice of the Malay Chefs in Preparing the Traditional Malay Food at the Hotels in Klang Valley, Malaysia |
| 13 | Pooyan Ghomsheh | 2014 | Residents' Attitude Towards Tourism Development in Isfahan, Iran |
| 14 | Norsyahidah Ismail | 2016 | Fruits and Vegetable Consumption Patterns Among Malay, Chinese and Indian Adults in Selangor |
| 15 | Norsyafina Mahat | 2016 | Tourist Perception on Tourism Sustainability Dimensions |
| 16 | Siti Nurhidayaah Tukiman | 2016 | International Student Experience Towards Hospitality Service Delivery in Malaysia Research University |
| 17 | Ihemeje Josephine Ebere | 2016 | Factors Influencing Women Career Development in Hospitality Industry in Edo State, Nigeria |
| 18 | Tachaini Kandasamy | 2017 | Identifying Sustainability Factors of Mamak Restaurants in Malaysia |
| 19 | Nor Sabirah Najihah Jamaluddin | 2020 | A Conceptual Framework for Muslim Friendly SPA Rating System |

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| 20 | Irwan Khazani Wan Ibrahim | 2021 | The Application of Safety Measures in Muslim-Friendly Homestays |
| M.BA. | | | |
| 1 | Khairunnisa Mohd Azmi | 2010 | International Joint Venture in Developing Countries: Study On the Challenges in Malaysia |
| 2 | Wong Hoow Fei | 2010 | Influence of Affective and Cognitive in Purchase Intentions Towards Entertainment Mobile Phone in Klang Valley |
| 3 | Azril Imran Mazlan | 2009 | The Malaysian Health Tourism Service Quality Assessment: A Servqual Analysis |

VIVA VOCE Chairman

| Ph.D. | | | |
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| No | Name | Year | Title |
| 1 | Adrian Daud | 2009 | Economic Valuation of Pineapple Cultivation on Peat Soil at the Integrated Agriculture Development Area (IADA) Samarahan, Sarawak |
| 2 | Golam Md. Shamsul Kabir | 2009 | Co-Management Approaches As Institutional Arrangements of Inland Openwater Fisheries in Bangladesh |
| 3 | Fateh Habibi | 2010 | Dynamic International Tourism Demand and Economic Growth in Malaysia |
| 4 | Benedict Valentine Arulanandam | 2013 | Perceptions of Senior Managers on Issues of Corporate Governance in Malaysia |
| 5 | Suddin Lada | 2015 | Effects of Brand Associations and Brand Personality on Brand Loyalty |
| 6 | Habsah Muda | 2015 | Quality Governance of Human-related Infrastructure Quality Practices and Performance in Malaysian Public Sector |
| 7 | Jacob Kulleh | 2015 | Sustaining Increased Job Satisfaction Change Through the Power of Internalization |
| 8 | Roslizawati Che Aziz | 2016 | Exploring The Development of Sustainable Rural Tourism at Sungai Sedim Forest, Kedah, from Tourism Stakeholders' Perspective |
| M.Sc. | | | |
| 1 | Seddigheh Arabamiry | 2009 | An Economic Valuation of Kapar Birds Sanctuary |
| 2 | Nor Suryani Ab Ghani | 2010 | Economic Impact of the Implementation of Chain of Custody (CoC) Certification in Sawmilling on the Malaysian Economy |
| 3 | Noor Hazmira Merous | 2011 | Forecasting Availability and Consumption of Rubberwood in Peninsular Malaysia |
| 4 | Roghayeh Sohrabinezhadta mi | 2015 | Investigating the Relationship Between Marketing Mix Elements and Behavioral Intentions Toward Tourist Satisfaction on Malaysian Food |

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| 5 | Shazrul Ekhmar Bin Abd Razak | 2016 | Effects of Balanced Scorecard as Performance Management System on Managerial Behaviour and Performance of Hotel Industry in Malaysia |
| 6 | Muhamad Aizat Mat Ibrahim | 2018 | The Study of Risk Factors Among Elderly in Klang Valley Nursing Homes, Kuala Lumpur |
| 7 | Nik Muhammad Faris Nik Nordin | 2018 | The Minimum Standard Facilities At Nursing Homes in Klang Valley |
| 8 | Nur Liyana Amirah Ab Rahman | 2018 | Incidence of Lower Extremity Amputations Over A Five-Year Period in Hospital University Sains Malaysia: A Population Based Study |

11. Research and Publications

| Journals | |
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| No | Title |
| 1 | Hendriana, E., Khairil, W.A. and Raja, Y.R.N. (2023) The interplay between country image and regional ethnocentrism to motivate students considering neighbouring countries. <i>Place Branding and Public Diplomacy</i> , doi.org/10.1057/s41254-023-00295-5 |
| 2 | Nor Amira, M.R., Khairil, W.A. , Mohd Fadil, Y. and Hazriah, H. (2022) Understanding the Concept of Islamic Hospitality: A Move towards Malaysia Hotel's Sustainability. <i>Journal of Tourism, Hospitality & Culinary Arts</i> , 14(1), pp.175-186. |
| 3 | Khairil, W.A. and Mazlina, M. (2021) Development Growth of Beach Resorts: Practitioners' Perspective. <i>International Journal Business and Globalisation</i> , 28(1/2), 161-171. |
| 4 | Hendriana, E., Khairil, W.A. and Raja, Y.R.N. (2021) The Roles of the Country's Cognitive, Affective, and Personality Aspects in International Students' Decision-Making. <i>Journal of Marketing for Higher Education</i> , DOI: 10.1080/08841241.2021.1900486 |
| 5 | Mohamad Nor, S. and Khairil, W.A. (2021) Community Capacity Building and Participation Level of Registered Homestay Operators towards Homestay Performance in Selangor, Malaysia. <i>Webology</i> , Special Issue, 18 |
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| 9 | Mazlan, H., Azman, H., Wan Azman, S.W.N., Raja Nerina, R.Y. and Khairil, W.A. (2019) International Market Selection Model Using Newly Developed Geometric International Market Selection Space. <i>Journal Ekonomi Malaysia</i> , 53(2) |

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| 11 | Mazlina, M. and Khairil, W.A. (2018) Sustainability of A Beach Resort: A Case Study. <i>International Journal of Engineering & Technology</i> , 7(2.29), 210-214 |
| 12 | Khairil, W.A. and Mazlina, M. (2018) Sustaining the Growth of SME Beach Resorts: A Case Study of Perhentian Islands. <i>Journal of Sustainability Science and Management</i> , 5, 105-112 |
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| 34 | Aslam, M.S.M., Khairil, W.A. , Zaiton Samdin and Nor'ain Othman (2014) The Vulnerable Context of Tourism Development: Evidence from Sri Lanka, <i>International Journal of Tourism Policy</i> , 5(3)208 |
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| 42 | Rozana, N.N.M., Aziz, Y.A. and Khairil, W.A. (2011), Impact of Selected Organizational Characteristics on Psychological and Behavioural Outcomes of Hotel Frontline Employees. <i>Journal of Social Science and Humanities (PERTANIKA)</i> , 19, pp369-383 SCOPUS (Elsevier), EBSCO, DOAJ and CABI indexed |
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| 48 | Khairil, W.A. and Aziz, Y.A. (2010), Tourism Policy Development: A Malaysian Experience. <i>Journal of Tourism, Hospitality and Culinary Art</i> , 2(2), pp53-61 Google Scholar indexed |
| 49 | Samdin, Z. and Khairil, W.A. (2010). Are There Differences in Willingness to Pay Among Visitors and Non-Visitors of Taman Negara National Park? <i>Manajemen & Bisnis Berkala Ilmiah, Universitas Surabaya</i> . 9(1), pp1-10. |
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Proceedings

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| 1 | Nur Fadiyah, M.Z., Mohd Rafi, Y., Sazali, A.W., Khairil, W.A. , Samihah, A. And Ruslee, N. (2022) Green Vehicles, Incentives and Policies: A View from Logistics Companies in Malaysia. | Proceedings of ICMAAE-2021 | 1244(2022) 012013 doi:10.1088/1757-899X/1244/1/012013 |
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| 25 | Khairil, W.A. , Aziz, Y.A. and Zaiton, S. (2012). The Growth of Small Hotel Enterprises: The Roles of the State. | Proceedings of the International Conference on Economics, Business Innovation, 145-149, Terengganu, Malaysia. | ISBN: 978 981 07 20865 |
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| 27 | Azmi, K.M. and Khairil, W.A. (2012). Sustainable Tourism Development and Stakeholders' Networking: A Case Study on Medical Tourism in Malaysia. In A. Zainal, S.M. Radzi, R. Hashim, C.T. Chik and R. Abu (Eds.) | Proceedings of the International Hospitality and Tourism Conference, 3-5 September 2012, (pp571-576), Kuala Lumpur | ISBN: 9780415621335 Scopus indexed |
| 28 | Aslam, M.S.M., Khairil, W.A. , Samdin, Z. and Othman, N. (2012). The Obstructions for Sustainable Tourism Development in Rural Areas. In A. Zainal, S.M. Radzi, R. Hashim, C.T. Chik and R. Abu (Eds.) | Proceedings of the International Hospitality and Tourism Conference, 3-5 September 2012, (pp625-630), Kuala Lumpur | ISBN: 9780415621335 Scopus indexed |
| 29 | Sahida, W., Ab Rahman, S., Khairil, W.A. and Che Man, Y. (2011). The Implementation of Shariah Compliance Concept Hotel: De Palma Hotel Ampang, Malaysia | Proceedings for 2nd International Conference on Humanities, Historical and Social Sciences, October 21-22, 2011, (pp138-142) Cairo, Egypt | ISSN 2010-4626 ISBN 9789810899264 |
| 30 | Laderlah, S. A., Ab Rahman, S. Khairil, W. A. and Che Man, Y. (2011). A Study on Islamic Tourism: A Malaysian Experience. | Proceedings for 2nd International Conference on Humanities, Historical and Social Sciences, October 21-22, 2011, (pp138-142) Cairo, Egypt | ISSN 2010-4626 ISBN 9789810899264 |

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| 31 | Aziz, Y.A., Khairil, W.A. and Zaiton, S. (2011). Evidence of Empowerment in Hotel Industry: the Case of Hotel Front Liners in Malaysia | Proceedings of the 2 nd International Research Symposium in Service Management, (pp471-473) Yogyakarta, Indonesia | ISBN: 1694 0938 |
| 32 | Khairil, W.A. , Aziz, Y.A. and Zaiton, S. (2011). Micro, Small and Medium-sized Hotel Development: A View from the Practitioners. | Proceedings of the 12th International Joint World Cultural Tourism Conference, (pp114-121), Istanbul, Turkey. | ISBN: 97889922250054 |
| 33 | Norol Hamiza Zamzuri, Khairil Wahidin Awang and Zaiton Samdin (2011). Environmental Issues in Meeting, Incentives, Convention and Exhibition (MICE) Tourism Sector | Proceedings of the 2nd International Conferenmce on Business, Economics and Tourism Management IPEDR vol 24, Singapore | ISBN: 9789810710156 |
| 34 | Khairil W.A. , Radzi, S.M. and Ishak, N.K. (2010). Malaysian Hotel Industry Environment Volatility Rate and Strategic Orientation. | Proceedings of 2010 International Conference on Business, Economics and Tourism Management (CBETM), 26-28 February 2010, Singapore. | - |
| 35 | Puvaneswaran, K., Ramachandran, S., Zaiton, S. and Khairil, W.A. (2010). Farmers' Perception Scale on Agro Tourism. | Proceedings of the International Graduate Tourism Research Conference, 16-17 April 2010, Kuala Lumpur, Malaysia. | - |
| 36 | Aziz, Y.A. , Khairil, W.A. and Hassan, H. (2009). The Impact of Internal Marketing on Resident's Quality of Life and Attitude towards Additional Tourism Development; A Structural Equation Modeling Approach. | Proceedings of Releasing the Potential, International Conference of the Educational Travel Foundation Limited, (pp17-30), Neuchatel, Switzerland. | ISBN: 9780956349408 |
| 37 | Rozana, N.M.M., Aziz, A.Y. and Khairil, W.A. (2009). A Proposed Conceptual Model of the Antecedents and Outcomes of Service Recovery Performance. | Proceedings of the 3 rd Asia Pacific Marketing Conference 2009, 9-11 | - |

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| | | December 2009, Kuching, Sarawak. | |
| 38 | Aziz, Y.A., and Khairil, W.A. (2009). Conceptualising the Service Excellence and Its Antecedents: The Development of Structural Equation Model. | Proceedings of the 6th Ubaya International Annual Symposium on Management, Surabaya, Indonesia. | ISBN: 9789799936530 |
| 39 | Khairil, W.A. , Hassan, W.M.W. and Yacob, M.R. (2008). The Development of Small Accommodation Enterprises in Kelantan: An Observation. | Proceedings of Applied International Business Conference 2008. Labuan School of International Business and Finance, 6-8 th November 2008. | - |
| 40 | Aksan, A.A. and Khairil, W.A. (2007). Sustaining the Roles of Museums: A Case Study of Melaka. | Proceedings of 3 rd Tourism Outlook Conference, Universiti Teknologi MARA and University of Queensland, Renaissance Hotel, Kuala Lumpur, 16-18 th July 2007. | - |
| 41 | Aksan, A.A. and Khairil, W.A. (2007). A Study on Malacca Heritage Identity: Understanding the Roles of Museums. | Proceedings of the 2nd International Conference on Tourism and Hospitality: Planning and Managing Heritage for the Future, Marriot Putrajaya, 30 th July-1 st August 2007. | - |
| 42 | Khairil, W.A. (2001). The Impact of Tourism on the Socio-culture of a Coastal Village – A Case Study of Kg. Seberang Marang, Terengganu. | Proceedings of FEP Seminar 2001, 1 st -5 th October 2001, (pp79-90) Cherating, Malaysia. | - |
| Books | | | |
| No | Title of Books | | Publisher |
| 1 | Azis, A.M., Khairil, W.A. and Siti, Z. (2022). Glosari Di Dalam Pelancongan <i>Tourism Glossary</i> . | | Dewan Bahasa Pustaka, Kuala Lumpur |

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| 2 | Khairil, W.A. , Mazlina, M., Adilah, A.R. and Amer, H.J. (Eds.) (2013). <i>Uncovering the Truths: A Selection of Qualitative Oriented Readings.</i> | UPM Publisher |
| 3 | Ramachandran, S., Khairil, W.A. , Aziz, Y.A., and Yacub, M.R. (Eds.) (2011). <i>Selected Readings in Hospitality and Tourism.</i> | UPM Publisher |
| 4 | Khairil, W.A. , Radam, A. and Yaacob, M.R. (2010). <i>Development of Small Tourism Enterprises in the Peripheral State of Kelantan.</i> | UPM Publisher |
| 5 | Khairil, W.A. , Aziz, Y.A., and Zaiton, S. (Eds.) (2010). <i>Selected Issues in Hospitality and Tourism.</i> | UPM Publisher |
| 6 | Samdin, Z., Khairil, W.A. and Rahim, A. K. (Eds.) (2009). <i>Readings in Natural Resource Economics.</i> | UPM Publisher |
| 7 | Yacob, M.R., Radam, A. and Khairil, W.A. (2008). <i>Economic Valuation of Marine Parks Ecotourism, Malaysia: The Case of Redang Island Marine Park.</i> | UPM Publisher |
| Chapters in Book | | |
| No | Title | Publisher |
| 1 | Basbeth, F., Saufi, R.A., Khairil, W.A. and Sabri, N.A.A. (2021) A Predicting Performance Through Strategy and Innovation in Small Hotel Industry. In B. Alareeni, A. Hamdan and I. Elgedawy (Eds.) <i>The Importance of New Technologies and Entrepreneurship in Business Development: In the Context of Economic Diversity in Developing Countries.</i> (702-721) | Springer |
| 2 | Arni, A.G., Khairil, W.A. and Abdullah, M. (2017) Exploring the Public Participation Practices in Planning for Sustainable Tourism in Malaysia. In A. Saufi., I.R. Andilolo, N. Othman and A. Lew (Eds.) <i>Balancing Development and Sustainability in Tourism Destination.</i> (211-219) | Springer |
| 3 | Aslam, M.S.M., Khairil, W.A. , Samdin, Z. And Nor'Ain, O. (2016). Community Capacity and Participation in Sustainable Rural Tourism Development in Sri Lanka. In M.A.M. Salem, M.J.M. Cooper, N. Othman and A.L. Lew (Eds.) <i>Sustainable Tourism in the Global South: Communities, Environments and Management.</i> (28-49) | Cambridge Scholars Publishing |
| 4 | Khairil, W.A. (2016) Sustainable (Eco) Tourism Development: The Belum-Temenggor Forest Complex. In M.A.M. Salem, M.J.M. Cooper, N. Othman and A.L. Lew (Eds.) <i>Sustainable Tourism in the Global South: Communities, Environments and Management.</i> (195-208) | Cambridge Scholars Publishing |
| 5 | Nadzirah, M., Yuhanis, A.A., Khairil, W.A. and Zaiton, S. (2015). The Influence of Destination Attractiveness on Satisfaction and Environmentally Responsible Behaviour in Marine Park of Terengganu, Malaysia. In H. Hashim and N. A. Kamarohim (Eds.) <i>Marketing Issues & Practices Across Different Industries.</i> (pp42-58) | UPM Publisher |

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| 6 | Ojo, Y.O., Raja Yusuf, R.N., Aziz, Y.A. and Khairil, W.A. (2015). Modelling the Relationship between Policy Strategies, Instruments, and Attitude of Locals with Sustainable Edu-tourism Industry in Malaysia. In A.H. Jantan, S.R. Hussin and M.S.A. Karim (Eds.) Trends in Hospitality and Tourism. (pp1-19) | UPM Publisher |
| 7 | Ojo, Y.O., Raja Yusuf, R.N., Aziz, Y.A. and Khairil, W.A. (2015). Benchmarking Malaysian Edu-tourism Policy Strategies and Instruments with Other Edu-tourist Destinations in the South East Asia: Implications for Sustainable Edu-tourism Industry in Malaysia. In A.H. Jantan, S.R. Hussin and M.S.A. Karim (Eds.) Trends in Hospitality and Tourism. (pp20-40) | UPM Publisher |
| 8 | Bujing, W.J., Abdullah, A.R. and Khairil, W.A. (2015). Enhancing Malaysia Convention Center Servicescape towards Preferred MICE Destination. In A.H. Jantan, S.R. Hussin and M.S.A. Karim (Eds.) Trends in Hospitality and Tourism. (pp148-157) | UPM Publisher |
| 9 | Mazlan, H. and Khairil, W.A. (2014). Potentials of Zoo Tourism in Malaysia: A Case Study of Melaka Zoo. In H. Hassan and H. Nezakati (Eds.) Selected Issues in Hospitality & Tourism Sustainability. (pp37-54) | UPM Publisher |
| 10 | Ojo, B.Y., Raja Netina, R.Y., Aziz, Y.A., and Khairil, W.A. (2014). The Framework of Edu-Tourism System Towards The Definition of Edu-Tourism, Edu-Tourist and Edu-Tourist Industry. In H. Hassan and H. Nezakati (Eds.) Selected Issues in Hospitality & Tourism Sustainability. (pp128-152) | UPM Publisher |
| 11 | Aziz, Y.A., Khairil, W.A. , Samdin, Z., Abdullah, Z., Sanib, N.I.R. and Wong, K.M. (2014). Information Sources Behaviour of First-Time and Repeat Travellers and Its Marketing Implications on Medical Tourism in Malaysia. In H. Hassan and H. Nezakati (Eds.) Selected Issues in Hospitality & Tourism Sustainability. (pp153-164) | UPM Publisher |
| 12 | Khairil, W.A. , Mazlina, M., Adilah, A.R. and Amer, H.J. (2013). Introduction. In K. Awang , M. Mustapha, A. Abd Razak and A.H. Jantan (Eds.) Uncovering the Truths: A Selection of Qualitative Oriented Readings. | UPM Publisher |
| 13 | Aslam, M.S.M., Khairil, W.A. and Samdin, Z. (2013). Smart Partnership in Rural Co-operative Community Development: A Case Study of Sanasa in Sri Lanka. In K. Awang , M. Mustapha, A. Abd Razak and A.H. Jantan (Eds.) Uncovering the Truths: A Selection of Qualitative Oriented Readings. | UPM Publisher |
| 14 | Yubazlan Yusof, Abdullah, A.R., Amer, H.J. and Khairil, W.A. (2013). Analysing the Renewed Conflict in Southern Thailand. In K. Awang , M. Mustapha, A. Abd Razak and A.H. Jantan (Eds.) Uncovering the Truths: A Selection of Qualitative Oriented Readings. | UPM Publisher |

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| 15 | Ab Rahman, S. Yaakob, C.M., Khairil, W.A. and Laderlah, S.A. (2011). Pelancongan Menurut Perspektif Islam. In S. Ab. Rahman and J. Abdullah (Eds.) Pengurusan Halal Di Malaysia, (pp.278) | UPM Publisher |
| 16 | Khairil, W.A. , Aziz, Y.A., Samdin, Z. and Rozana, N.M.M. (2010). A Brief Remark on the Hospitality and Tourism Industries. In K. Awang , Y. Aziz and Z. Samdin (Eds.) Issues In Hospitality and Tourism Industries. (pp. 1-6) | UPM Publisher |
| 17 | Khairil, W.A. and Aziz, Y.A. (2010). Small Tourism Enterprises in Kelantan, Malaysia: Issues and Challenges. In K. Awang , Y. Aziz and Z. Samdin (Eds.) Issues In Hospitality and Tourism Industries. (pp. 7-25) | UPM Publisher |
| 18 | Rahim, A.K., Samdin, Z. and Khairil, W.A. (2009). Managing Natural Resources and the Environment. In Z. Samdin, K. Rahim and K. Awang (Eds.) Readings in Natural Resource Economics. (pp. 1-4). | UPM Publisher |
| 19 | Khairil, W.A. , Radzi, M.S. and Ishak, N.K. (2009). Tourism Facilities and Resources Management: A Conceptual Perspective. In Y. Aziz, W.M.W. Hasan, H. Hassan and M.S. Othman (Eds.) Current Issues in Tourism and Hospitality Services in Malaysia. (pp. 73-84). | UPM Publisher |
| 20 | Zahari, M.S., Othman, Z., Hamid, M.A. and Khairil, W.A. (2009). Assessing Student's Cooking Knowledge before Enrolment in a Culinary Arts Program. In Y.A. Aziz, W.M.W. Hasan, H. Hassan and M.S. Othman (Eds.) Current Issues in Tourism and Hospitality Services in Malaysia. (pp. 155-166). | UPM Publisher |

Popular Writings and Others

| No | Titles | Types of Publications |
|----|--|--|
| 1 | Nurturing young talents: Islamic Tourism is another branch of tourism that requires hands-on skills | Halal Rest & Rehlah; Muslim-friendly Tourism Digest, September-October 2022 |
| 2 | Sektor Pelancongan Perlu Anjakan Paradigma | BERNAMA, 9 Jun 2020 |
| 3 | RTS, Projek Gemas-JB jadi tumpuan | Utusan Online http://www.utusan.com.my/bisnes/ekonomi/rts-projek-gemas-jb-jadi |
| 4 | Contribution of Islamic Culture and its Impact on the Asian Tourism Market (2017) Chapter 10, pp.140-150 | United Nations World Tourism Organization Study |
| 5 | Zunaidah Zainon (8 Julai, 2015) <i>Ringgit Beri Impak Sederhana</i> | Malaysian Daily Newspaper, <i>Utusan Malaysia</i> , 8th July, 2015 |

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| 6 | M.S.M. Aslam, Khairil, W.A. Nora'ain Othman (2014). Issues and Challenges in Nurturing sustainable Rural Tourism Development | Tourism, Leisure and Global Change http://IGUTourism.org |
| 7 | M.S.M. Aslam and Khairil, W.A. (2013). Capacity building of Rural Communities in Sri Lanka Through A 'Smart partnership': A Case Study of the 'SANASA'-Thrift and Credit Societies in Sri Lanka | Conference abstract in Fourth International Symposium "Harnessing Knowledge through Reserach to Address Global Issues", (p.34), Belihuloya, Sri Lanka |
| 8 | Khairil, W.A. , Aziz, Y. and Zaiton, S. (2011). Small Hotel Development: A Preliminary Assessment | Conference abstract in IMAC 2011- International Management Conference -"Innovation and Creativity in Management: Issues, Opportunities and Challenges", (p.40), Kuala Terengganu, Malaysia |
| 9 | Gani, A. and Khairil, W.A. (2011). Community Participation in Decision Making to Promote Sustainable Recreation and Tourism | Conference abstract in 1 st International Conference on Accounting, Business & Economics (ICABEC 2011), (p.85), Kuala Terengganu, Malaysia |
| 10 | Lew, B.S.L., Lee, C., Ng, S.S.I., Khairil, W.A. and Wong, K.W. (2008). Sustainable Destination Competitiveness Through the Lens of Spatial Diversity. | Conference abstract in A Decade of FEP Annual Seminar, 17-19 th December 2008, Melaka., Malaysia |
| 11 | Yacob, M.R., Radam, A., Shuib, A. and Khairil, W.A. (2008). Valuing Conservation Benefits of Marine Parks Ecotourism: The Case of Pulau Payar. | Conference abstract in A Decade of FEP Annual Seminar, 17-19 th December 2008, Melaka. |
| 12 | Ishak, N., Sharani, S. and Khairil, K.W. (2002). Strategy and Structure of the Malaysian Hotel Industry | The 1 st International Conference of the Asian Academy of Applied Business, Kota Kinabalu, Malaysia, 24-25 th July 2002 |
| 13 | Khairil, W.A. (2001). The Impact of Tourism on the Socio-culture of a Coastal Village – A Case Study of Kg. Seberang Marang, Terengganu. | Conference abstract in FEP Seminar 2001, The Legend Resort, Cherating, 1 st -5 th October 2001. |
| 14 | Khairil, W.A. (1997). Tasik Bera dan ekopelancongan "Eco-tourism and the Lake Bera" <i>WACANA Buletin-Lake Bera Intergrated Management Project-Wetlands International Asia Pacific</i> , 2(October), pp150-158. | - |

12. Consultancy Work

| No | Organisation | Year/Duration | Status |
|----|--------------|---------------|--------|
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|---|---|---------------------|-----------|
| 1 | Latihan Pembangunan “Community-Based Tourism” untuk Kerajaan Negeri Kelantan | 2019 | Completed |
| 2 | CEDAR-SME Bank - Market Survey on tourism suppliers, including ferry services, chalets, 2-3 star hotels and tour operators. | June-September 2013 | Completed |
| 3 | Frost & Sullivan Consultant: Frost & Sullivan bid for the Strategic Implementation Plan for Bukit Bunga-Jeli (The East Coast Economic Region - ECER helmed this initiative). Author was tasked to pursue the tourism component of the plan, which was duly completed. The proposal, which included town planning, engineering and property segments, took third place in evaluation process. | 2011 | Completed |
| 4 | PELORUS Intelligence and Technology Academy Sdn. Bhd: Bidding proposal to operate Putrajaya Lake Cruise – Successful | 2007 | Completed |
| 5 | Wetland International Asia Pacific: Commissioning a nature-based tourism development plan for Lake Bera, the first Ramsar site for Malaysia | 1997 | Completed |
| 6 | Ministry of Tourism of Malaysia: Study on tourist attractions in Peninsular Malaysia | 1996-1997 | Completed |
| 7 | Ministry of Tourism of Malaysia: Study on tourist perception towards duty free shopping in Malaysia | 1996-1997 | Completed |
| 8 | Ministry of Tourism of Malaysia: Study on tourist shopping behaviour and preferences in Kuala Lumpur | 1996-1997 | Completed |

13. Intellectual Property (IP)

| No | Year | Title | Ownership |
|----|------|--|---|
| 1 | 2016 | A set of questionnaire entitled Knowledge, Attitude and Communication in Relation to the Goods and Services Tax Compliance among Manufacturers in Peninsular Malaysia (Fail No 201610190201) | UPM: Zubaidah binti Harun (NRIC 690430115088) Mohd Hasmadi bin Ismail (NRIC 750120065371) Khairil Wahidin bin Awang (NRIC 640605055609) Pakhriazad bin Hassan Zaki (NRIC 621027035409) |

14. Conferences/Seminars and Workshops Attended

| No | Title of Papers/Features | Name of Conferences/Seminars /Workshops | Role | Place | Date |
|----|---|--|--------------------------------|--|------------------------------|
| 1 | Transforming Higher Education Leaders: Empower, Engage & Expand | AKEPT Higher Education Leadership Summit (A-HEALS) 2022 | Participant | Kuala Lumpur | 15-16 th Feb 2022 |
| 2 | Khairil, W.A. , Nor Syuhada, Z. and Mazlina, M. (2022) Looking Back: Ascribing Malaysia's Progress towards Achieving Agenda 2030 | Malaysia SDG Conference, organized by Malaysian CSO-SDG Alliance | Paper Presenter | Kuala Lumpur | 25-27 Nov 2022 |
| 3 | Sharing and Inclusion for Shaping the Future | 4 th Interdisciplinary Conference of Management Researcher (ICMR) | Keynote Speaker | Sabaragamuwa University of Sri Lanka | 27-31 Oct 2019 |
| 4 | Khairil, W.A. and Mazlina, M. (2018) Maneuvering SME Beach Resorts in Choppy Environment: Entrepreneurs' Perspective | Asia International Multidisciplinary Conference (AIMC 2018) | Presenter and Chairman session | Universiti Teknologi Malaysia, Johor Bharu | 12-13 May 2018 |
| 5 | Toh Jen Ying and Khairil, W.A. (2017) A Review on Malaysian Women's Leisure and Perceptions Towards Solo Travelling | Asia International Conference (AIC 2017) | Co-author and Chairman session | Kuala Lumpur | 9-10 Dec 2017 |

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| 6 | Ditya, P.N., Hartisari, H., Jono, M.M. and Khairil, W.A. (2017) Evaluating Community based Waste Management System in Indonesia and Malaysia: A Comparative Study | International Conference on Management in Emerging Markets (ICMEM) and International Conference on Innovation in Business and Strategy (ICIBS) 2017 | Co-author | Bali, Indonesia | 26-28 July 2017 |
| 7 | Mazlina, M and Khairil, W.A. (2017) Enhancing Sustainability through Implementation of Balanced Scorecard : A Case Study of Beach Resort | Global Tourism Conference (GTC 2017) | Co-author | Kuala Terengganu | 19-22 July 2017 |
| 8 | Khairil, W.A. and Mazlina, M. (2017) Sustaining the Growth of SME Beach Resorts: A Case Study of Perhentian Island | Global Tourism Conference (GTC 2017) | Presenter and Chairman session | Kuala Terengganu | 19-22 July 2017 |
| 9 | Toh, J.Y. and Khairil, W.A. (2017) A Review of Malaysian Women Perceptions towards Solo Travelling | 6 th International Conference of Sabaragamuwa University of Sri Lanka | Co-author | Kandy, Sri Lanka | 3-5 May 2017 |
| 10 | Khairil, W.A. , Mazlina, M. and Hasan, A. (2017) Tourism Supply Side: The Case of Niah Cave's Swiftlets | Asia International Multidisciplinary Conference (AIMC) 2017 | Presenter and Chairman Session | Universiti Technology Malaysia, Johor Bharu | 1-2 May 2017 |
| 11 | Mazlina, M. and Khairil, W.A. (2017) Performance Management of Beach Resort: Evidence from Malaysia | Asia International Multidisciplinary Conference (AIMC) 2017 | Co-author | Universiti Technology Malaysia, Johor Bharu | 1-2 May 2017 |
| 12 | Khairil, W.A. , Mohd Aslam, M.S., Norol, Z.H. and Arni, A.G. (2016) Accessing Sustainable Rural Tourism: A Qualitative Analysis of Gomantong Cave, Sabah | Asia International Conference (AIC) 2016 | Presenter | Kuala Lumpur | 10-11 Dec 2016 |

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| 13 | Khairil, W.A. and Mohd Aslam, M.S. (2016) Sun, Sea, Sand and the Swiftlet: Perhentian Kecil, a Tropical Island Paradise | Asia Pacific University Conference 2016 | Presenter | Beppu, Japan | 5-6 Nov 2016 |
| 14 | Khairil, W.A., Pakhriazad, H.Z., Mohd Hasmadi, I. and Hassan, A. (2016) Gomantong Cave Swiftlets: A Qualitative Analysis of Its Tourism Values | International Conference on Sustainable Development and Livelihoods (ICDDL 2016) | Presenter | Kuala Terengganu | 26-28 Aug 2016 |
| 15 | Sarmin, N.S. Mohd Hasmadi, I., Pakhriazad, H.Z. and Khairil, W.A. (2016) Application of Remote Sensing and GIS for Land Use/Cover Change Monitoring of South Johor, Peninsular Malaysia | 5th General Assembly and International Conference: Women in Science and Technology for the Developing World | Co-author | Kuwait | 16-19 May 2016 |
| 16 | Giving input within tourism perspective | <i>Seminar Perundingan Bersama Pakar dan Pembentangan Artikel Projek Penerbitan Buku Pulau Pangkor, anjuran Universiti Malaya</i> | Tourism expert | Kuala Lumpur | 16 Feb 2016 |
| 17 | Arni, A.G. and Khairil, W.A. (2015) Dimensions of Public Participation in Malaysia: A Modified Delphi Study | The International Conference on Computational And Social Sciences (ICCSS-15) | Presenter and Chairman Session | Johor Bahru | 27-29 Aug 2015 |
| 18 | Khairil, W.A. (2015) Organising and Managing Tourism Marketing and Promotion for Islamic Tourism | Malaysian Technical Cooperation Programme (MTCP) Short Training Course on Marketing and Promotion of Islamic Tourism Destination | Presenter | Kuala Lumpur | 18 May 2015 |
| 19 | Khairil, W.A. (2015) Tourism Marketing Principles | Organisation of Islamic Countries (OIC) Tourism CAB Training Course | Presenter | Banjul, The Gambia | 25-26 March 2015 |

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|----|---|--|--------------------|----------------------|--------------------|
| 20 | Giving input on tourist guide module | Workshop on Muslim Friendly Tour Guide Training Module Development | Participant | Putrajaya | 13 February 2015 |
| 21 | Dissemination on Islamic tourism | Regional Seminar on Islamic Tourism (ReSIT) "Understanding and Embracing the Opportunities" | Sessions Moderator | Kota Kinabalu | 12-14 January 2015 |
| 22 | M.S.M. Aslam and Khairil, W.A. (2015) Enterprising Rural Tourism for Sustainable Rural Development in Sri Lanka | 2 nd AFAP International Conference on Entrepreneurship and Business Management (AICEBM 2015) | Presenter | UTM Kuala Lumpur | Jan 10-11 2015 |
| 23 | Khairil, W.A. , Mazlan, H. and Abd. Rashid, A. (2014) Tourism Landscape: Understanding the Swiftlet "Hotel" Phenomenon. | International Conference on Entrepreneurship and Business Management 2014, Universiti Teknologi Malaysia | Presenter | Johor Bharu | 23 June 2014 |
| 24 | Khairil, W.A. , Yuhanis, A.A. and Zaiton, S. (2014) The Growth of Micro, Small and Medium-sized Hotel Enterprises: The Hoteliers Perspective | 3 rd International Conference on Technology Management, Business and Entrepreneurship 2014 (ICTMBE2014) | Presenter | Melaka | 24 June 2014 |
| 25 | Khairil, W.A. , Sohaini, I. and Hairani, M.N. (2013). Belum-Temengor Forest Complex: An Ecotourism Perspective | Symposium on the 2 nd Temenggor Expedition to Sungai Enam Basin, Temenggor, Perak | Presenter | Pulau Banding, Perak | 22-25 August 2013 |
| 26 | Khairil, W.A. , Mazlan, H. and Rashid, A. (2013). Changing of An Urban Landscape: The Swiftlet Hotels | The SIBR Thammasat University Conference Interdisciplinary Business and Economics Research. | Presenter | Bangkok | 6-8 June 2013 |
| 27 | Aslam, M.S.M. and Khairil, W.A. (2013). Issues and Challenges in Nurturing Sustainable Rural Tourism Development | Coastal Island and Tropical Tourism Conference | Co-author | Kota Kinabalu | 22-24 April 2013 |

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| 28 | Khairil, W.A. (2013). Harnessing Knowledge through Scientific Research: A Tourism Approach | Fourth International Symposium, “Harnessing Knowledge Through Research to Address Emerging Global Issues” | Guest Speaker | Sabaragamua University, Sri Lanka | 12 Jan 2013 |
| 29 | M.S.M. Aslam and Khairil, W.A. (2013). Capacity building of Rural Communities in Sri Lanka Through A ‘Smart partnership’: A Case Study of the ‘SANASA’-Thrift and Credit Societies in Sri Lanka | Fourth International Symposium, “Harnessing Knowledge Through Research to Address Emerging Global Issues” | Attendee | Sabaragamua University, Sri Lanka | 11 Jan 2013 |
| 30 | Evaluation of participants’ projects | Capacity Building in conjunction with Malaysia Technology Expo (MTE) 2012 | Panel Judge | Universiti Putra Malaysia | 8 Feb 2012 |
| 31 | National Forum hosted by Malacca State Government | International Homestay Forum | Forum speaker | Malacca, Malaysia | 12-14 Dec 2011 |
| 32 | Product commercialisation training | Stanford Research Institute (SRI’s), U.S. Commercialisation Readiness Programme | Participant | 1 st Phase – UPM 2 nd Phase – Port Dickson, Malaysia | 17-21 Oct 2011 24-28 Oct 2011 |
| 33 | Practitioner course | <i>Kursus Industri Burung Walid</i> (Swiftlet Industry Course) | Participant | UPM | 2-3 Jul 2011 |
| 34 | National Workshop | <i>Bengkel Kelantan dan Transformasi Negara Siri II – Sektor Pelancongan</i> (Kelantan and National Transformation Series II Workshop – Tourism Sector) | Resource person | Kota Bharu, Malaysia | 22-24 Apr 2011 |

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| 35 | Training by the Malaysian Institute of Management | MIM-GSM UPM Facilitators Programme, Graduate School of Management | Participant | UPM | 5-7 Jul 2010 |
| 36 | Khairil, W.A. (2010) Educational Tourism on Islamic Art and Culture | 4 th International Conference Muslim Tourism, Hajj and Umrah | Invited Speaker | Kuala Lumpur | 20 Jul 2010 |
| 37 | Khairil, W.A. , Radzi, S.M. and Ishak, N.K. (2010). Malaysian Hotel Industry Environment Volatility Rate and Strategic Orientation | The 2010 International Conference on Business, Economics and Tourism Management (CBETM) | Presenter | Singapore | 26-28 Feb 2010 |
| 38 | Statistical application workshop | Statistical Applications Training Programme | Participant | Graduate School of Business, Universiti Sains Malaysia | 25-26 May 2010 |
| 39 | Academic conference | Tourism Conference 2009, Faculty of Hospitality and Tourism Management | Panelist | Universiti Tun Abdul Razak in collaboration with Indian Institute of Management, Indore, India | 8 Apr 2009 |
| 40 | Qualitative software application workshop | NVivo 8 Training | Participant | UPM | 12 May 2009 |
| 41 | National level focus group meeting | Focus Group Meeting: Strategic Research Areas for The Real Estate Sector for The Tenth Malaysia Plan, a project under The National Real Estate Research Coordinator (NAPREC) Fund | Participant | National Institute of Valuation (INSPEN), Malaysia | 29 Jun 2009 |

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|----|---|---|---------------|---------------------------------|----------------|
| 42 | Khairil, W.A. (2009). Sustainable Tourism Development: A Challenge for Government, Business and Academic | The 6 th Ubaya International Annual Symposium on Management | Presenter | Universitas Surabaya, Indonesia | 14 Mar 2009 |
| 43 | Academic writing skills workshop | Academic Article Writing Course. Medium Books and Consultancy | Participant | Putrajaya, Malaysia | 21-24 Jul 2008 |
| 44 | Seminar session chair | FEP Seminar 2008 | Session chair | Malacca, Malaysia | 18 Dec 2008 |
| 45 | Khairil, W.A., Hassan, W.M.W. and Yacob, M.R. (2008). The Development of Small Accommodation Enterprises in Kelantan: An Observation | The Applied International Business Conference 2008. | Presenter | Labuan, Malaysia | 6-8 Nov 2008 |
| 46 | Practitioner course | Enclosed Crab Breeding Seminar, Sama Aquaculture Sdn. Bhd. (Limited) | Participant | Kuala Lumpur | 12 Jul 2008 |
| 47 | Seminar on 21 criteria of AACSB | World Class Practices in Management Education - Association to Advance Collegiate School of Business (AACSB) | Attendee | Beijing, China | 20-22 May 2007 |
| 48 | National workshop | Socialisation Workshop on Capacity Building on ASEAN Mutual Recognition Arrangement For Tourism Professional (CBAMT), Ministry of Tourism Malaysia in collaboration with Taylor's College | Participant | Petaling Jaya, Kuala Lumpur | 23-24 Jul 2007 |
| 49 | Seminar lecture on global marketing issues | 21 st Century Marketing, by Phillip Kotler, Institute of Marketing Malaysia in collaboration with Universiti Putra Malaysia | Participant | Kuala Lumpur | 13 Aug 2007 |

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| 50 | Yacob, M.R., Radam, A. and Khairil, W.A. (2007). Measuring the Conservation Value of the Marine Ecosystem Services in Redang Island Marine Park: A Choice Modelling Approach | Inaugural Lecture Series; Professor Dr Khalid Abdul Rahim's Trade and Sustainable Development, Faculty of Economics and Management | Poster presentation | UPM | 22 Jun 2007 |
| 51 | Conference | 3 rd Tourism Outlook Conference organized by University of Queensland and Universiti Teknologi MARA | Participant | Kuala Lumpur | 16-18 Jul 2008 |
| 52 | Faculty of Economics and Management workshop | Experiential Learning Programme Executive Program Unit, Faculty of Economics and Management, Cermas Agro Park | Participant | Bentong, Malaysia | 6- 9 Sep 2007 |
| 53 | Academic forum | Hospitality Forum 2007, Faculty of Tourism and Hotel Management | Panelist | Universiti Teknologi MARA | 8 Mar 2007 |
| 54 | Audit course | ISO 9001:2000 Internal Auditing Course, SIRIM Training Services Sdn. Bhd. | participant | UPM | 5 Feb 2007 |
| 55 | Khairil, W.A. , Othman, N. and Abdullah, H. (2006). Tourism Development: A Policy Implementation Analysis | Seminar FEP 2006: Global Issues and Challenges in Business and Economics | Poster presentation | Port Dickson, Malaysia | 13-15 Dec 2006 |
| 56 | Khairil, W.A. (2003). Domestic Tourism Development in the Less Developed Region of Malaysia: A Case Study of Kelantan | The Gregynog Conference: Current Geographical Research in the University of Wales Council for Geography. | Presenter | Gregynog, Wales, U.K. | 15-16 May 2003 |
| 57 | Khairil, W.A. (2001). The Impact of Tourism on the Socio-culture of a Coastal Village – A Case Study of Kg. Seberang Marang, Terengganu | Paper presented at Seminar FEP 2001 | Presenter | Cherating, Malaysia | 1-5 Oct 2001 |

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| 58 | Practitioner course | Nature Interpreters Course, PATA Malaysia Chapter | Participant | Forest Research Institute of Malaysia (FRIM), Kuala Lumpur | 17-22 Apr 1995 |
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15. Public Services Activities

| No | Programme | Role | Organiser | Year |
|----|--|---|--|-------------------------------|
| 1 | Asia-Pacific CHRIE 2022 Conference | Paper Reviewer | Asia-Pacific CHRIE – Sunway University | 2022 |
| 2 | Cultural Sustainable Tourism (2 nd edition) | Scientific Committee | Springer Publisher | 2022 |
| 3 | 8 th ASIA International Conference (AIC 2022) | Session Chair, Panelist Strategic Forum | Connecting Asia | 10 th Dec 2022 |
| 4 | Global Symposium on Sustainable Tourism Industry: In Respond to Sustainable Development Goals (SDGs) | Keynote Speaker | Universiti Malaysia Kelantan-Green University of Bangladesh | 3 rd Nov 2022 |
| 5 | The World Islamic Tourism Conference | Panelist, Moderator | Islamic Tourism Centre, Ministry of Tourism, Arts and Culture Malaysia | 17-19 th Oct 2022 |
| 6 | 6 th ASIA International Multidisciplinary Conference (AIMC) | Scientific Committee Member | Connecting Asia | 24-26 th June 2022 |
| 7 | AIC – Connecting ASIA | Scientific Committee Member | Connecting ASIA | 2022 |
| 8 | South Asian Journal of Tourism and Hospitality | Editorial Advisory Board Member | Sabaragamuwa University of Sri Lanka | 2022-present |
| 9 | Full Accreditation Assessment for Bachelor in Tourism Management | Panel Assessor | International Islamic University of Malaysia | 2022 |
| 10 | Islamic Tourism | Guest Lecturer | UiTM, Puncak Alam | 27 May 2022 |
| 11 | External Assessor for the appointment of Associate Professor | External Assessor | International Islamic University of Malaysia | 2022 |
| 12 | Malaysian Technical Cooperation Programme (MTCP): Short Course on Enhancing Sustainability by Linking Culture, Nature, and Community through Tourism | Panel Assessor | Islamic Tourism Centre, Ministry of Tourism and Culture | 21-29 Sept 2022 |
| 13 | Malaysian Technical Cooperation Programme (MTCP): Strategies in Developing and Managing Sustainable Muslim Friendly Destinations and Products | Panel Assessor | Islamic Tourism Centre, Ministry of Tourism and Culture | 19-27 July 2022 |
| 14 | Focus Group Discussant on Strategic Plan Development for Islamic Tourism 2022-2025 | Discussant | Islamic Tourism Centre, Ministry of | 2021 |

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| | | | Tourism, Arts and Culture Malaysia | |
| 15 | External Assessor for the appointment of Associate Professor | External Assessor | INTI International University | 2021 |
| 16 | External Assessor for the appointment of Associate Professor | External Assessor | Universiti Utara Malaysia | 2021 |
| 17 | Global Tourism Conference 2021 (GTC2021) | Technical Reviewer | Universiti Malaysia Terengganu | 8-11 Sept 2021 |
| 18 | External Assessor for the appointment of Associate Professor | External Assessor | Universiti Utara Malaysia | 2021 |
| 19 | Expert Reviewer on Validity of Research Instrument | Expert Reviewer | Universiti Kebangsaan Malaysia | 2021 |
| 20 | External Assessor for appointment of Associate Professor | External Assessor | Universiti Teknologi MARA | 2020 |
| 21 | External Assessor for appointment of Professor/Associate Professor | External Assessor | Universiti Malaysia Terengganu | 2019-2022 |
| 22 | Mini Symposium on Islamic Tourism 2017 | Panelist | Islamic Tourism Centre, Ministry of Tourism and Culture | 13-14 April 2017 |
| 23 | International Society for Development and Sustainability (ISDS) | Member | ISDS, Japan | 2017 |
| 24 | External Assessor for the appointment of Associate Professor | External Assessor | Universiti Teknologi MARA | 2016 |
| 25 | External Assessor for the appointment of Associate Professor | External Assessor | Universiti Teknologi MARA | 2016 |
| 26 | External Assessor for the appointment of Associate Professor | External Assessor | Universiti Pertahanan Nasional Malaysia | 2016 |
| 27 | International Journal of Advanced Management and and Business Intelligence | Section Editor | AMCS Research Centre Indonesia | 2016 |
| 28 | Asia International Conference 2016, 10-11 Dec 2016, Kuala Lumpur | Technical Paper Reviewer | Universiti Teknologi Malaysia | 2016 |
| 29 | Phd, MSC and Bachelor (Hons) Tourism Management Programmes | External Examiner | Universiti Teknologi MARA | 1 April 2014 – 31 March 2016 |
| 30 | International Hospitality and Tourism Conference (IHTC 2014) | Technical Paper Reviewer | Universiti Teknologi MARA | 2014 |
| 31 | National Research & Innovation Conference for Graduate Studies in Social Sciences | Technical Paper Reviewer | Universiti Putra Malaysia | 2014 |
| 32 | Kelantan soft Adventure Fam Trip | Tourism Product Evaluator | Tourism Promotion Board- Kelantan Branch | 23-26 May 2014 |
| 33 | Technical Committee Paper Reviewer | Paper reviewer & | Global Conference on Business and | 2013 |

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| | | Committee Member | Economic Research GCBER 2013 | |
| 34 | Best Tourist Guides (City and Nature categories) | Judge | Malaysia Tourism Promotion Board | 2013 |
| 35 | National Research & Innovation Conference for Graduate Studies in Social Sciences | Technical Paper Reviewer | Universiti Putra Malaysia | 2012-2013 |
| 36 | Temenggor-Belum Forest Scientific Expedition, Perak, Malaysia | Expedition member | Pulau Banding Foundation/ EMKAY group | 1-10 Oct 2012 |
| 37 | Exit Policy Research Survey Instrument | Expert reviewer | Universiti Putra Malaysia/Economic Planning Unit, Malaysia | Nov 2012 |
| 38 | International Hospitality and Tourism Conference, 3-5 September 2012, Kuala Lumpur | Reviewer of papers | Universiti Teknologi MARA | 2012 |
| 39 | Innovation and Business Strategy Beyond the Profit in Hospitality and Tourism | Jury | Universiti Teknologi MARA | 16 Apr 2012 |
| 40 | <i>Bengkel Kelantan dan Transformasi Negara Siri II – Sektor Pelancongan</i> (Kelantan and National Transformation Series II – Tourism Sector) | Resource person | Ministry of International Trade and Industry, Malaysia | 22-24 Apr 2011 |
| 41 | Consultation work projects | Consultant | Sullivan & Frost, PELORUS Intelligence and Technology Academy, Wetland International Asia Pacific, and Ministry of Tourism Malaysia | 2011, 2007, 1997, 1996 |
| 42 | 4 th International Conference Muslim Tourism, Hajj and Umrah | Invited Speaker | Islamic Tourism Centre, Ministry of Tourism and Culture Malaysia | 20 Jul 2010 |
| 43 | Journal of Tourism, Hospitality & Culinary Arts | Editorial Board Member | Universiti Teknologi MARA | 2010-present |
| 44 | Hospitality Inventions, Innovations and Design (HIID) 2010: Invigorating, Innovation-Led Economy, Faculty of Hotel and Tourism Management, Universiti Teknologi MARA | Judge | Universiti Teknologi MARA | 30 Aug 2010 |
| 45 | Curriculum for three Polytechnic programmes | Advisory Panel | Ministry of Higher Education, Malaysia | 2010 |
| 46 | Postgraduate Conference and Colloquium, Universiti Tun Abdul Razak, Malaysia | Panelist | Universiti Tun Abdul Razak in collaboration with | 7-10 Dec 2009 |

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| | | | Indian Institute of Management, Indore, India | |
| 47 | 2 nd Scientific Expedition, Ayer Hitam Forest Reserve, Puchong, Selangor, Malaysia | Expedition member | State Forest Department/UPM | 13-16 Apr 2009 |
| 48 | Diploma Programme in Tourism Management | External Examiner | Sunway University College, Malaysia | 2009 |
| 49 | Competency Standard, Diploma Programmes in Tourism Management and Hotel & Catering for Polytechnic | Advisory Panel | Ministry of Higher Education, Malaysia | 2009 |
| 50 | AGZ Mercu Niaga Business Enterprise | Company Advisor | AGZ Mercu Niaga Business Enterprise, Johor Bharu, Malaysia | Sept 2009-present |
| 51 | Tourism Conference 2009, Faculty of Hospitality and Tourism Management | Guest Speaker | Universiti Tun Abdul Razak, Malaysia | 8 Apr 2009 |
| 52 | Fifth Students' Academic Conference, Tourism and Events | Head Judge | Sunway University College, Malaysia | 10 April 2008 |
| 53 | Journal articles | Reviewer | International Journal of Economics and Management (IJEM) (UPM) SCOPUS indexed Asian Journal of Case Research (AJCR) PERTANIKA Journal of Social Sciences and Humanities (UPM) SCOPUS indexed Journal of Management SCOPUS indexed Malaysian Management Review Economic and Technology Management Review (MARDI) International Journal of Hospitality and Tourism Management Economic and Technology Management Review | 2008-present 2007-present 2007-present 2012-present 2012-present 2015-present 2015 2015 |

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| | | | Journal of Emerging Economies and Islamic Research (UiTM) | 2015 |
| | | | Guest Editor for PERTANIKA Journal of Social Sciences and Humanities. Special Issue Vol 23(S) Jan. 2015 (UPM) SCOPUS indexed | 2015 |
| | | | Journal of Cleaner Production Scopus indexed | 2015-present |
| | | | Tourism Management ISI indexed | 2016 |
| | | | British Journal of Applied Science | 2016 |
| | | | Guest Editor for International Journal of Economics & Management. Special Issue Vol 11(S) SCOPUS indexed | 2017 |
| | | | International Journal of Tourism Policy (Inderscience) | 2019 |
| | | | Guest Editor for International Journal Business Continuity and Risk Management. Special Issue Vol10(2/3) | 2020 |
| | | | Guest Editor for International Journal of Innovation & Sustainable | 2021 |

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| | | | Development. Special Issue Vol 15(3) | |
| 54 | First Tourism and Events Research Mock Conference, the School of Hospitality, Tourism and Leisure Management | Panel of Judges | Sunway University College, Malaysia | 13 Apr 2007 |
| 55 | Committee on Tourism Glossary | Committee Member | <i>Dewan Bahasa Pustaka</i> (Government Publishing House) | 2007-2022 |
| 56 | Member of Tourism Educators Association of Malaysia (TEAM) | Member | Tourism Educators Association of Malaysia | 2007-present |
| 57 | Case Writers' Association of Malaysia (CWAM) | Committee Member/ Represent UPM | Case Writers' Association of Malaysia | 2006-2009 |
| 58 | Retreat on Direction of Development for Federal Territory of Labuan | Represent Dean/ UPM | Labuan Development Authority, Malaysia | 16-17 Aug 2006 |
| 59 | Diploma/Certificate Programmes in Tourism Management for Polytechnics | Panel of Adviser | Ministry of Higher Education, Malaysia | 1999 |
| 60 | Diploma/Certificate Programmes in Hotel and Catering for Polytechnics | Panel of Adviser | Ministry of Higher Education, Malaysia | 1999 |
| 61 | External examiners for Msc students | External examiner | Universiti Teknologi MARA | 2008-present |

16. Co-Curriculum Activities

| No | Activities | Organiser | Year |
|----|---|---|--------------|
| 1 | Member of Malaysian Tourism Industry Group | Malaysian Tourism Industry Group | 2022-present |
| 2 | Member of education bureau/ Parental and Guardian Association | Seremban Science Secondary School, a full board government-sponsored school | 2013-2014 |
| 3 | Member/Pencak Silat Keris Lok Sembilan, A Malay martial art | The Association of Silat Keris Lok Sembilan, Malaysia | 2010-present |
| 4 | Alumni member | Tuanku Jaafar Science Secondary School, a full board government- sponsored school | 2006-present |
| 5 | Member/Neighbourhood Watch | <i>Bangi Perdana</i> Neighbourhood Association, Bangi, Selangor | 2006-2007 |
| 6 | Vice President/Neighbourhood Association | <i>Taman Sementa</i> Neighbourhood Housing Association, Klang, Selangor | 1999-2001 |

17. Awards and Recognitions

| Title | Organiser | Year |
|---|------------------------------|------|
| Certificate of Appreciation on Assessment Year 2021 | Universiti Malaysia Kelantan | 2021 |

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|---|---|--------------|
| Best Presenter Award | Asia International Multidisciplinary Conference 2017 | 2017 |
| Excellent Service Award | Universiti Putra Malaysia | 2016 |
| Excellent Service Award | Universiti Putra Malaysia | 2015 |
| Visiting Professor of Tourism | Sabaragamuwa University of Sri Lanka | 2014 |
| Excellent Service Award | Universiti Putra Malaysia | 2014 |
| Excellent Service Award | Universiti Putra Malaysia | 2013 |
| Excellent Service Award | Universiti Putra Malaysia | 2012 |
| Certificate of Appreciation on AACSB accreditation | Graduate School of Management | 2012 |
| Appreciation on being members of scientific-forest expeditions | Government and non-government institutions | 2012, 2009 |
| Appreciation on being a tourism-resource person in a national workshop | Ministry of International Trade and Industry, Malaysia | 2011 |
| Appreciation on being judge in innovation and design exhibition | Universiti Teknologi MARA | 2010 |
| Gold Medal in Research and Innovation (title: Environmental Variables and Performance: Evidence from the Hotel Industry in Malaysia) | PRPI Research and Innovation Exhibition, UPM | 2009 |
| Appreciation-Advisory Panel Competency Standards to Development | Ministry of Higher Education | 2009 |
| Appreciation – as a judge in student- research conferences | Sunway University College, Kuala Lumpur | 2008, 2007 |
| Excellent service award | UPM | 2008 |
| Gold Medal in Research and Innovation (title: Measuring the Conservation Value of the Marine Ecosystem Services in Redang Island Marine Park) | PRPI Research and Innovation Exhibition, UPM | 2007 |
| Excellent teaching award | Faculty | 2007 |
| Gold Medal in Research Exhibition 2007 (title: Measuring the Conservation Value of the Marine Ecosystem Services in Redang Island Marine Park) | Faculty | 2007 |
| Bronze Medal in Research and Innovation (title: Ecotourists Preferences for Ecotourism Development and Management in Redang Island Marine Park) | PRPI Research and Innovation Exhibition, UPM | 2007 |
| 2nd Best Paper award, FEP Seminar 2007 | Faculty/UPM | 2007 |
| Guest/Invited speaker/Panelist/Chair of seminar session | International and national academic/Non-academic institutions | 2007-present |

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| Appreciation-participating in workshop on Direction of Development for Federal Territory of Labuan | Labuan Development Authority, Malaysia | 16-17Aug 2006 |
| Panel advisory of academic programmes | Ministry of Higher Education, Malaysia | 1999-present |

18. International Involvement

| Role | Organisation | Date/year |
|--|--|---------------------------|
| Guest Lecturer for Research Methodology Course | IPMI International Business School, Jakarta | May 12 th 2022 |
| Panel Assessor for Malaysian Technical Cooperation Programme (MTCP) - Short Course on Enhancing Sustainability by Linking Culture, Nature, and Community through Tourism | Islamic Tourism Centre, Ministry of Tourism, Arts and Culture Malaysia | 21-29 Sept 2022 |
| Panel Assessor for Malaysian Technical Cooperation Programme (MTCP) - Strategies in Developing and Managing Sustainable Muslim Friendly Destinations and Products | Islamic Tourism Centre, Ministry of Tourism, Arts and Culture Malaysia | 19-27 July 2022 |
| Panelist, Moderator in World Islamic Tourism Conference | Islamic Tourism Centre, Ministry of Tourism, Arts and Culture Malaysia | 17-19th Oct 2022 |
| Editorial Advisory Board of Asian Journal of Management Studies (AJMS) | Sabaragamuwa University of Sri Lanka | 2021 |
| Scientific committee member for Global Tourism Conference 2021 (GTC2021) – 7-9 September 2021, Universiti Malaysia Terengganu | Universiti Malaysia Terengganu | 2021 |
| Scientific Committee Member for 7th ASIA International Conference (AIC 2021)- 17-19 December 2021 | Connecting ASIA | 2021 |
| Panel Assessor for Malaysian Technical Cooperation Programme (MTCP) | Islamic Tourism Centre, Ministry of Tourism, Arts and Culture Malaysia | 11-15/10/2021 |
| Scientific Committee Member for 4th ASIA International Multidisciplinary Conference (AIMC 2020)- 17-19 April 2020 | Connecting ASIA | 2020 |
| Scientific Committee Member for 6th ASIA International Conference (AIC 2020) – 18-20 December 2020 | Connecting ASIA | 2020 |
| Keynote Speaker of 4 th Interdisciplinary Conference of Management Researchers (ICMR) 2019 – Sharing and Inclusion for Shaping the Future | Sabaragamuwa University of Sri Lanka | 29/10/2019 |
| Technical Session Chair of 4 th Interdisciplinary Conference of Management Researchers (ICMR) 2019 | Sabaragamuwa University of Sri Lanka | 29-30/10/2019 |
| Guest speaker for National Workshop on The Development of Cultural Tourism in Brunei Darussalam | Ministry of Culture, Youth and Sports Brunei Darussalam | 19/11/2019 |
| Project Trainer for “Improving Islamic Tourism Ecosystem in OIC Member | Standing Committee for Economic and Commercial Cooperation | 9-12/7/2018 |

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| Countries: Destination and Industry Development”, Malatya, Turkey | of the Organization of Islamic Cooperation (COMCEC), OIC, Turkey | |
| Member of The International Society for Development and Sustainability (ISDS) ID M170109 | Japan | 2017-present |
| Project Trainer for Developing A Training and Certification Programme for the Muslim Travel, Tourism and Hospitality Industry, The Gambia | Gambia-Gambia Tourism Board | 11-12/7/2017 |
| Speaker MTCP on Sustainable Tourism Management | Islamic Tourism Centre, Malaysia | 11-19/9/2017 |
| Scientific committee member for 6th International Conference of Sabaragamuwa University of Sri Lanka | Sabaragamuwa Universiti of Sri Lanka | 2017 |
| Scientific committee member for Global Tourism Conference (GTC2017) | Universiti Malaysia Terengganu | 2017 |
| Section editor for International Journal of Advanced Management and Business Intelligence | Yogyakarta, Indonesia | 2016 |
| Guest Speaker for Moderate Voice Program – Post-secondary School/Post-University Employment, Women Empowerment through Education and Work | SBK Research and Development, Cambodia and The United States Embassy, Cambodia | 21-27/1/2016 |
| Presenter, “Short Training Course on Marketing and Promotion of Islamic Tourism Destination” | Islamic Tourism Centre, Malaysia | 18/5/2015 |
| Presenter in capacity building, OIC Tourism CAB Training Course, Banjul, The Gambia | Organization of Islamic Countries (under SESRIC) | 25-26/3/2015 |
| Moderator, Regional Seminar on Islamic Tourism (ReSIT), “Understanding and Embracing The Opportunities” | Islamic Tourism Centre, Malaysia | 12-14/1/2015 |
| Visiting Professor | Sabaragamuwa University of Sri Lanka | 2014 |
| Conference session chair and speaker, Conference Interdisciplinary Business and Economics Research | SIBR and Thammasat University, Bangkok | 2013 |
| Conference Guest Speaker, Fourth International Symposium, “Harnessing Knowledge Through Research to Address Emerging Global Issues” | Sabaragamuwa University of Sri Lanka | 2013 |
| Conference session chair, Fourth International Symposium, “Harnessing Knowledge Through Research to Address Emerging Global Issues” | Sabaragamuwa University of Sri Lanka | 2013 |
| Conference session chair, 12th International Joint World Cultural Tourism Conference, Istanbul, Turkey | World Culture Tourism Association | 2011 |
| As Deputy Dean (Academic and International), oversee/liaising with specialized FEP unit to implement AACSB’s criteria, with the objective of attaining membership | FEP/The Association to Advance Collegiate School of Business (AACSB), Florida, U.S. | 2010-2011 |
| Oversee UPM’s mobility programme for undergraduates (among Asean countries) | FEP/UPM/the Ministry of Higher Education/Asean universities | 2010-2011 |

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| Oversee European Union (EU) link programme, culminating with series of talks by International speakers identified during meetings at Maastricht University | UPM's International Office/Nottingham University Malaysian branch/Maastricht University | 2010-2011 |
| Leading FEP delegate in collaboration discussion with University of Twente, the Netherlands | University of Twente, the Netherlands | Nov 2010 |
| Oversee FEP's international students | FEP/UPM | 2010-2011 |
| Receiving foreign university delegates | Ritsumeikan Asia Pacific University, University of Newcastle, Australia, RMIT, Melbourne, Qatar University, Prince of Songkhala University, amongst others | 2010-2011 |
| Alumni University of Wales, Aberystwyth, U.K. | University of Wales, Aberystwyth, U.K. | 2006-present |
| Conference Presenter/Paper Writer | Various international and national academic/non-academic institutions | 2000-present |
| Alumni University of Nebraska, Lincoln, U.S. | University of Nebraska, Lincoln, U.S. | 1987-present |