

● Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan, Malaysia

● Date of Birth : 13th June 1985, Kelantan, Malaysia

● **Academic Qualifications**

- PhD in Strategy & Organisation (thesis in progress) | University of Strathclyde, Glasgow, United Kingdom, Volunteer Tourism and Islamic Perspective in Malaysia.
- MBA in Tourism and Hospitality Management | Universiti Utara Malaysia, Kedah, Malaysia, **2011**
- Bachelor Degree in Tourism Management (Hons.) | Universiti Utara Malaysia, Kedah, Malaysia, **2009**
- IELTS | 7.0, **2015**

● **Areas of Research and Interest**

- Tourism Management
- Volunteer Tourism
- Islamic Tourism
- Staging and Managing Events
- Participant Observation
- Auto-ethnography
- Netnography

● **Employment Experiences**

- **2011 to present** : Lecturer. Department of Tourism, Faculty of Hospitality, Tourism, Wellness, Universiti Malaysia Kelantan, Malaysia.
- **2017 - 2018** : Academic Tutor. Strathclyde Business School, University of Strathclyde, Glasgow, UK.
- **2008 to present** : Voice Over Talent & Script Writer for RTM Television Documentary.
- **2011** : Travel Consultant. Department of Sales & Marketing, Fayrooz Travel and Tours, Kuala Lumpur.
- **2008 to 2009** : Production Assistant & Script Writer. FIVE Images Sdn. Bhd., Selangor.
- **2008** : Malaysian Budget Hotel Association (MBHA), Selangor.
- **2005** : Service Staff, The Chicken Rice Shop (TCRS) Sdn. Bhd., Selangor

● **Award and Recognition**

- **2019** : Gold & Bronze Medal. 3rd Hospitality, Tourism & Wellness Colloquium, FHPK, Universiti Malaysia Kelantan.
- **2014** : Anugerah Perkhidmatan Cemerlang (APC), Faculty of Entrepreneurship & Business, Universiti Malaysia Kelantan
- **2014** : Anugerah Gemilang Ko-Kurikulum, Universiti Malaysia Kelantan
- **2007** : Anugerah Kerana Jasa (AKJ), Universiti Utara Malaysia

● **Academic and Other Appointment**

- **2019** : Graduate Employability (GE) Coordinator. Faculty of Hospitality, Tourism & Wellness, UMK.
- **2013 to 2014** : Head of Programme (Tourism). Faculty of Entrepreneurship & Business, UMK.
- **2014 - 2015** : Felo. Student Residential College, UMK Kampus Kota.

● **Teaching Experience (Undergraduate)**

- HTS10103. Introduction to Tourism Industry (**2019 to 2020**)
- ATTS2013. Introduction to Tourism Industry (**2011 to 2013**)
- ATTS3023. Event Management (**2011 to 2014**)
- ATTS3053. Travel & Tours Management (**2011 to 2013**)
- ATTS3063. Leisure & Recreation Management (**2011 to 2014**)
- ATTS4103. Cultural and Heritage Tourism (**2011 to 2013**)
- ATTS4113. Final Year Research Project - Coordinator (**2012 & 2019**)
- ATTS4093. Seminar in Tourism Entrepreneurship (**2013**)

● **Language Proficiency**

- Bahasa Melayu : Excellent in spoken and written
- English : Excellent in spoken and written

**Administrative Roles and Leadership****2020**

- FHPK Industry Relation Committee
- FHPK Mobility and Internationalisation Committee
- Covid-19 Facilitator for E-Learning (FaCEL)
- FHPK E-Campus Manager
- FHPK ICT Team
- Tourism Club Advisor
- Academic advisor

**2019**

- Graduate Employability (GE) Committee
- Event Coordinator. FHPK Graduation Hi-Tea
- Event Coordinator. 3rd. Hospitality, Tourism and Wellness Colloquium (HoTWec 3.0)
- Coordinator. Final Year Research Project (PPTA)
- Facilitator for Inbound Mobility. University of Bengkulu, Indonesia

**2015**

- FKP Entrepreneurship Committee
- Social Enterprise for Economic Development (SEED) VI - Tanah Merah. Committee & Facilitator
- International Seminar on Entrepreneurship & Business (ISEB) Committee
- Post-Flood Homestay Makeover, Dabong, Jeli Committee and Officer on Duty
- MQA-02 Preparing document for accreditation - Bachelor Degree in Entrepreneurship (2+2). Committee
- Student Industrial Visit Supervisor (Terengganu)

**2014**

- SME-University Internship. Facilitator & Committee
- SME@UMK. Facilitator @ Committee
- iPad Champions Trainer for new students
- FKP Undergraduate Students Committee
- Social Enterprise for Economic Development (SEED) V - Bachok. Committee & Facilitator

**2014**

- MQA-02 Preparing document for accreditation - Bachelor Degree in Entrepreneurship (Tourism) Committee.
- Student Industrial Visit Supervisor (Langkawi)

**2013**

- Social Enterprise for Economic Development (SEED) Conference Committee
- Social Enterprise for Economic Development (SEED) IV - Teluk Renjuna. Committee & Facilitator.
- Social Enterprise for Economic Development (SEED) IV - Kuala Betis (Follow-up) Committee & Facilitator.
- SME-University Internship. Facilitator & Committee
- SME@UMK. Facilitator @ Committee
- Faculty Examination Committee
- UMK Graduan Night Committee
- New Faculty (FHPK) Establishment Committee
- FKP Postgraduates Committee
- MQA-02 Preparing document for accreditation - Bachelor Degree in Entrepreneurship (Tourism) Committee.
- Accompanying Lecturer for student Entrepreneurial Visit and Mobility Programme to Prince of Songkhla (PSU) University, Thailand.
- Accompanying Lecturer for student Mobility Program (INCUMOBILITY) to Banking University of Ho Chi Minh City, Vietnam.
- Student Industrial Visit Supervisor (Johor)

**2012**

- Social Enterprise for Economic Development (SEED) IV - Kuala Betis. Committee & Facilitator.
- SME@UMK. Facilitator @ Committee
- Social Enterprise for Economic Development (SEED), Bandung, Indonesia. Participant and accompanying lecturer.
- Student Industrial Visit Supervisor (Pahang & Selangor)

**Supervision of Student's Project**

- HoTWec 3.0 - Hospitality, Tourism & Wellness Colloquium (2019)
- FHPK Graduation Hi-Tea (2019)
- Royal Belum RECO (IV) Adventure (2014)
- Prime Entrepreneurial Lecture Series (PELS), Faculty of Entrepreneurship & Business (2014)
- Homestay Makeover in conjunction with Ministry of Tourism and Culture (MOTAC) (2014)
- IncuMobility Vietnam (2013)
- Protocol and Etiquette Course (2013)
- Gopeng RECO (III) Adventure (2013)
- City Campus Carnival (2013)
- FKP Open Day (2013)
- City Campus Carnival (2012)
- Temiar Kasih Fund Raising and Collecting Books (2012)
- Temiar Kasih Charity Run (2012)
- Top Host Hust (2012)
- Sedim RECO (II) Adventure (2012)
- Karnival Sukan Pelancongan (2011)

**Research and Publication****Research**

- ☛ RAGS (2013) - Destination Personality Model and Its Relationships among self-Congruity and Tourist Behavior Intention: The Case of Langkawi Island - Principle Investigator
- ☛ RAGS (2013) - Consumer Acceptance of Intention to Use Gold Dinar as Mechanism for Traveling. Co-researcher.

**Publication**

- ☛ Aziz, R.C., Hashim, N.A.A.N., Yusoff, A.M., Awang, Z., Simpong, D.B., Omar, R.N.R. & Othman, N.A. (2020). Do knowledge and awareness affect the implementation of green practices? The perspectives of higher education students in Malaysia. *International Journal of Psychosocial Rehabilitation*.
- ☛ Hashim, N.A.A.N., Safri, F.H.M., Yusoff, A.M., Omar, R.N.R., Velayuthan, S.K., Hashim, H., Aziz, R.C., Awang, Z., Ahmad, G. & Fatt, B.S. (2019). Disintermediation Threat: How and What Strategies are Used by Traditional Travel Agency to Survive?. *TEST Engineering and Management*, The Mattingley Publishing Co., Inc.
- ☛ Aziz, R.C., Hashim, N.A.A.N., Omar, R.N.R., Yusoff, A.M., Muhammad, N.H., Simpong, D.B., Abdullah, T., Zainuddin, S.A. & Safri, F.H.M. (2019). Teaching and Learning in Higher Education: E-Learning as a Tool. *International Journal of Innovative Technology and Exploring Engineering*. Blue Eyes Intelligence Engineering and Science Publication.
- ☛ Yusof, M.F.M., Ismail, H.N. & Omar, R.N.R. (2014). A Critical Analysis on Evolution of Branding Destination in Langkawi Island. *SHS Web Conference*.
- ☛ Wee, Y.G., Omar, R.N.R., Wan Yaacob, W.F.A., & Mohamad Zain, E.N. (2013). Cross Cultural Learning Experience Through Social Enterprise for Economic Development Program.
- ☛ Wee, Y.G. & Omar, R.N.R. (2013). Homelessness in Malaysia: Victims of Circumstance or by Choice. *RANPER*.
- ☛ Omar, R.N.R. Wan Yaacob, W.F.A., Mohamad Zain, E.N, & Zakaria, F. (2013). Cross Cultural Differences and Its Impact on Community Service Program. *International Conference on Humanities and Social Science*. Faculty of Liberal Art, Prince of Songkhla, University.
- ☛ Wee, Y.G., Omar, R.N.R, Wan Yaacob, W.F.A., & Mohamad Zain, E.N. (2013). Cross Cultural Learning Experience through Social Enterprise for Economic Development Program. Paper Presented at Kelantan-UMK di Mata Dunia, Intercultural Learning & Community Engagement Conference (ILCOME), University Malaysia Kelantan, Bachok Campus, Kelantan, Malaysia. 27 Feb;
- ☛ Omar, R.N.R. & Wee, Y.G. (2013). SEED Programme Facilitation: Guiding the Noble Learning Experience and Overcoming the Challenges. Paper Presented at SEED Conference. 2013, Social Enterprise for Economic Development, Premiera Hotel, Kuala Lumpur. 10 Dec.

**Community Services**

- ☛ Facilitator. Program Kesukarelawananan ke Aceh (Pesantren Hidayatullah Lok Nga, Banda Aceh) bersama NGO Misi7. April 2019.
- ☛ Facilitator. Social Enterprise for Economic Development (SEED III), Kuala Betis, Gua Musang, Kelantan. 30<sup>th</sup> August – 12 September 2012
- ☛ Participant. Social Enterprise for Economic Development (SEED), Pangalengan, Bandung, West Java, Indonesia;
- ☛ Committee. SME@University Programmed organized by Universiti Malaysia Kelantan. Oct 2012 – Jan 2013 and present;
- ☛ Student's Advisor. SME Internship Programmed organized by Universiti Malaysia Kelantan, 2013; and
- ☛ Facilitator. Social Enterprise for Economic Development (SEED IV), Pulau Teluk Renjuna, Tumpat, Kelantan, 2013
- ☛ Facilitator. Social Enterprise for Economic Development (SEED V), Kandis, Bachok, Kelantan, 2014
- ☛ Homestay Makeover Programme in conjunction with Ministry of Tourism & Culture, A project of Domestic Volontourism in Kelantan in 4 different district (Jelawang, Bukit Jering, Pantai Suri and Kemunchup), 2014.