

CURRICULUM VITAE

PROFESSIONAL DETAILS

NAME : Mohd Fadil Mohd Yusof
DESIGNATION : Senior Lecturer
AFFILIATION : Faculty of Hospitality, Tourism and Wellness (FHPK)
UNIVERSITY : Universiti Malaysia Kelantan
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ACADEMIC QUALIFICATION

- PhD in Urban and Regional Planning: Universiti Teknologi Malaysia (UTM), 2017
- Master of Business (International Hotel Management), University of Queensland, Australia, Class of 2004
- Bachelor of Science (Hotel, Restaurant and Travel Admin.) University of Massachusetts, Class of 1998

AREAS OF CURRENT RESEARCH AND INTERESTS

- Destination Image and Destination Branding
 - Tourism and Hospitality Entrepreneurship
 - Hospitality Operation
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RESEARCH GRANT

- Development of Venture Creation in Family Business and transgenerational Entrepreneurship-Sub project for Family Business and Transgenerational Model for Policy Development of Community Tourism Business and Entrepreneurship-(Collaborative Research Grant (CRG) UTM-National 2019) RM100,000-Project Leader- Research in Progress
- Johor as a World Cultural Heritage Center of Kanaq Indigenous Society-(Collaborative Research Grant (CRG) UTM-National 2019) RM100,000-Co-Researcher- Research in Progress
- Developing a Model to Measure the Impact of Hijab on Employment Opportunities in Malaysian Hotels-- (Geran Penyelidikan FRGS)- RM102,000- Under Review by JPT.(Co-Researcher)
- Destination Personality Model and its relationships among Self Congruity and Tourists' Behaviour Intentions: The Case of Langkawi Island, (2014) (RAGS-KPT (Daya Pembudayaan Penyelidikan)- RM30,000. Completed. (Lead Researcher)
- Flagship Project Industry- UMK Ridel Hotel Networks-Action for Business Sustainability In Tourism and Hospitality Industry in Kelantan (KPT-Knowledge Transfer Program 2012-2014)-RM163,800. Completed- Co-Researcher.

- The Potential of Pondok Institutions as Spiritual Tourism Product (2010) (FRGS Grant- 2010) RM22,000). Completed)- Lead Researcher

CONSULTATION WORKS

Num	Agency/Company	Duration	Level of Involvement	Job Scope
1	HR Department, Kelantan State Government	1 year	Lead Project	Provide training for Community-Based Tourism (CBT) for selected state officers
1	Prestariang Systems Sdn Bhd	1 year/2012	Facilitator for 1 Citizen Certification Program	Delivered training for undergraduate students how to use the internet responsibly and ethically.
2	Ministry of Art, Culture and Tourism	1 day (2013)	Facilitator	Provide training for Budget Hotel Staff in Kelantan

TEACHING HISTORY

Current Issues in Tourism, Facilities Management, Entrepreneurship Behaviour, Intro to Hospitality, Product Development in Tourism, Product Development in Hospitality, Industrial Training, Intro to Tourism, Seminar of Tourism Entrepreneurship, Seminar of Wellness Entrepreneurship, Seminar of Hospitality Entrepreneurship, Fundamentals of Entrepreneurship, Fundamentals of Marketing.

POSTGRADUATE SUPERVISION

Bil	Level	Year	Thesis Title	Status of the Study/Thesis	Type of Supervision
1	Master	2017-Present	Green Hotel Practices - The Case of hotels in Malaysia and Indonesia	In progress	Co-Supervisor
2	Doctorate	2017-Present	The effectiveness of Self-Service Kiosk at Hilton Hotel Malaysia- Towards customer satisfaction and hotel organization	In Progress	Co-Supervisor

3	Master	2017- Present	Travel constraints affecting young tourist traveling domestically	In Progress	Main Supervisor
4	Doctorate	2018- Present	Cost Efficiency of Green Practices: Estimation of Cost Saving from Adoption of Green Practices by Hotels in Malaysia	In Progress	Co-Supervisor
5	Doctorate	2018- Present	Nama Pelajar: Mohd Zaidizaen Mohamed Matrik: A 17E029P Tajuk Penyelidikan: Medical Practice Competency & Personal Skills in Handling Healthcare Services in Malaysia	In Progress	Main Supervisor

FINAL YEAR PROJECT SUPERVISION (UNDERGRADUATE)

Year	Type of Supervision	Total Students	Level of Supervision
2018	Final Year Project- Mini Thesis	11	Main Supervisor
2017	Final Year Project- Mini Thesis	12	Main Supervisor
2012	Final Year Project- Mini Thesis	4	Main Supervisor

ADMINISTRATIVE ROLES

- Deputy Dean (Research and Innovation) for Faculty of Hospitality, Tourism and Wellness, UMK (Starting 22 April 2018-Present)
- Head of Department for Tourism, Hospitality and Wellness Program, Faculty of Entrepreneurship and Business, UMK (Starting Oct 15th 2012- 14 October 2014)
- College Principal of UMK Residential Hall, City Campus (Jan 2012- December 2014)
- Coordinator for Entrepreneurship (Tourism) program (2011-2012)
- Member for several committees at Faculty and University level
- Appointed as Panel Interviewer for Academic Position at the Faculty Level (Jun 2013)

- Committee Member for Undergraduate Study, Faculty of Entrepreneurship and Business (1 Mei 2013)
 - Committee Member for International Business Information Management Association (IBIMA) Conference 25- 26 Mac 2013.
 - Committee Member for Examination Faculty Level (2013-2015)
 - Committee Member for Faculty Quality Assurance and Accreditation (2013-2015)
 - Committee Member for Entrepreneurship Courses Reviews Level (2013)
 - Coordinator for FKP Student Internship Training (2012-2014)
 - Committee Member for Faculty Curriculum (2013-2015)
 - Committee Member for Academic Internal Quality Assurance for UMK Center of Quality Assurance and Accreditation (2012- 2014)
 - Committee Member for Business Plan Competition (2010)
 - Committee Member for Joint Seminar Organizing with Universitas Katolik Atma Jaya, Indonesia, FKP(2013)
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PROFESSIONAL SERVICES

- Appointed as one of the editorial boards of Journal of Tourism, Hospitality and Environment Management (JTHERM) from June 2017 to May 2018.
 - Invited Speaker: Program Latihan Tindakan untuk Kemampanan Perniagaan Industri Pelancongan dan Hospitaliti di Kelantan, on Julai 4th 2013 at Kementerian Pelancongan Malaysia, Kota Bharu.
 - Chairperson: Master of Entrepreneurship-Proposal Defense: Faculty of Entrepreneurship and Business, UMK Kampus Kota, April 2013
 - Invited Speaker- Briefing about UMK for a group of students from Sekolah Agama Menengah Rawang (SABK), Selangor- 7 Julai 2013
 - Motivational Speaker: A Session with primary students and parents of SK Danan, Selising, P Puteh, Kelantan, SK Danan, Selising, Julai 2010.
 - Facilitator and Trainer 1Citizen Certified Course organized by Prestarian with collaboration from KPT, 2012.
 - Moderator for International Seminar on Entrepreneurship and Business 2012 on 23rd April 2012, Kota Bharu, Kelantan.
 - Short Research Grant Reviewer (SGJP)- 2011 for a proposal entitled Persepsi Pelanggan Terhadap Peletakan Harga Produk-produk Pembiayaan Islam Kelantan: Satu Kajian Empirikal
 - Short Research Grant Reviewer (SGJP)- 2010 for a proposal entitled The Potential of Pondok Institutions as Spiritual Tourism Product
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JOURNAL PUBLICATIONS

1. **Mohd Yusof, Mohd Fadil, Ahmad, Ghazali (2020).** Enhancing Tourism Graduates Employability through the Two University + Two Industry (2u2i) Program. **Worldwide Hospitality and Tourism Themes (WHATT)**. Forthcoming to be included in Volume 12, Number 3, 2020- **Scopus Index**

2. Muhayiddin, Mohd Nazri, **Mohd Yusof, Mohd Fadil**, Ahmad, Ghazali (2019). The Idea of Using e-Dinar to pay for Hajj Travelling. **Islamic Tourism Journal**, Vol 2. Forthcoming in the 1st Quarter of 2019
3. **Mohd Yusof, Mohd Fadil**, Ismail, Hairul Nizam, Ahmad, Ghazali (2019). Branding Langkawi Island as a Geopark Destination. **International Journal of Built Environment And Sustainability**, Vol. 6, Issue 1-2
4. Mohd Yusof, Mohd Fadil, Ismail, Hairul Nizam, Ahmad, Ghazali (2017). The Changes of Approach on Brand Identity Development in Langkawi Island, Malaysia. *World Applied Sciences Journal*, Vol 35. 97-104
5. Mohd Yusof, Mohd Fadil, Ismail, Hairul Nizam (2016). The Evolvement of Brand Identity of Langkawi Island, Malaysia. *Planning Malaysia- Journal of the Malaysian Institute of Planners*. Special Issue IV. ISSN 1675-6215 (Scopus Index)
6. Mohd Yusof, Mohd Fadil, Ismail, Hairul Nizam. (2014). Destination Branding Identity from the Stakeholders' Perspective. *International Journal of Built Environment And Sustainability*, Volume 1, Issue 1. 71-75.
7. Mohd Yusof, Mohd Fadil, Ismail, Hairul Nizam, R. Omar, R. Noorliana. (2014). A Critical Analysis on Evolution of Branding Langkawi Destination in Langkawi Island. *SHS Web of Conferences*. Vol 12, pg 01002.

BOOK/CHAPTER IN BOOK

1. Mohd Fadil Mohd Yusof, Jasmine Zea Raziah Radha (2017), *Managing Costs in Restaurant Businesses*. Published by UMK PRESS.
2. Mohd Fadil Mohd Yusof, M Rafi Yaacob, Ghazali Ahmad, and Mohd Nor Hakim Yusoff (2015) *Check-In Check-Out- Practice and Management Guide of Budget Hotels with the Guest Complaints (Extracted from "Trip Advisor" Website*. P. in.: Pustaka Aman Press, Kota Bharu.
3. M Rafi Yaacob, Ghazali Ahmad, and Mohd Nor Hakim Yusoff, Mohd Fadil Mohd Yusof, (2015) *Pengurusan Hotel Bajet- Amalan dan Panduan Pengurusan Hotel Bajet dengan Aduan Tetamu (Dipetik daripada Laman Web "Trip Advisor"*. P. in.: Pustaka Aman Press, Kota Bharu.
4. Mohd Fadil Mohd Yusof (2012). The Issues of Hospitality and Tourism Education in Malaysia. In M. Dahlan Ibrahim, Ghazali Ahmad & M Rafi Yaacob. (Eds.), *Entrepreneurial Education and Entrepreneurial in Malaysia*. Book of Readings. Volume II, Kota Bharu: UMK Publisher.

5. Mohd Fadil Mohd Yusof (2010). The Usage of Internet Technology for Marketing: Perspectives from Local Entrepreneurs of the Small and Medium Hotels In Langkawi. In M. Dahlan Ibrahim, Ghazali Ahmad & M Rafi Yaacob. (Eds.) Entrepreneurial Education and Entrepreneurship in Malaysia, Book of Readings. Kota Bharu: UMK Publisher.
 6. Lim, Khong Chiu and Mohd Yusof, Mohd Fadil (2010) Sport and Recreation Program in Hotels and Resorts: Towards Enhancing Greater Customer Participation. In: Tourism Research in Malaysia what, which way and so what? Universiti Utara Malaysia Press, Sintok, pp. 235-251. ISBN 9789675311567
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CONFERENCE/SEMINAR PROCEEDINGS/PRESENTATIONS

1. Mohd Yusof, Mohd Fadil, Ahmad, Ghazali (2018). Poverty Reduction through Geoparks or Geotourism: A Case of Langkawi Island, Malaysia, paper to be presented at the 8th RENPER International Conference on Urban Poverty Reduction: Challenges, policy initiatives, programs, and practices to be held on October 24 - 25, 2018, in Manila, Philippines.
2. Mohd Yusof, Mohd Fadil, Ahmad, Ghazali, (2018). Enhancing tourism graduates employability through the 'Two University + Two Industry' (2u2i) program: A case of University Malaysia Kelantan, paper to be presented at the 6th Global Higher Education Forum 2018 (GHEF6.0) to be held on October 8 - 10, 2018, in Putrajaya, Malaysia.
3. Mohd Yusof, Mohd Fadil, Ismail, Hairul Nizam, Ahmad, Ghazali (2018). Branding Langkawi Island as a Geopark Destination, paper presented at International Graduate Conference on Engineering, Science and Humanities (IGCESH). 13-15 August 2018. UTM, Skudai, Johor Bharu, Malaysia.
4. Jasmine Rashid-Radha, Nurhazani Mohd Shariff, Azilah Kasim, Rozila Ahmad, Mohd Fadil Mohd Yusof (2017) Education And Talent Management In Hospitality: A Model For University-Industry Collaboration, paper presented at International Conference on Social Sciences, Humanities and Technology (ICSHT, 2017), Kota Bharu, Malaysia.
5. Mohd Yusof, Mohd Fadil, Ismail, Hairul Nizam (2016). The Changes of Approach on Brand Identity in Langkawi Island, Malaysia, paper presented at International Social Sciences and Tourism Research Conference. 20-22 April 2016. UnisZA, Terengganu, Malaysia.
6. Mohd Yusof, Mohd Fadil, Ismail, Hairul Nizam (2015). The Evolvment of Brand Identity of Langkawi Island, Malaysia, paper presented at 13th International Congress of Asian Planning Schools Association (APSA 2015). 12-14 August 2015. UTM Skudai, Johor, Malaysia.

7. Mohd Yusof, Mohd Fadil, Ismail, Hairul Nizam, R. Omar, R. Noorliana. (2014). A Critical Analysis on Evolution of Branding Langkawi Destination in Langkawi Island. 4th International Conference on Tourism Research (4ICTR) in conjunction with 5th International Rural Responsible Tourism Symposium & International Mountain day. 9-11 December 2014. Kota Kinabalu, Sabah, Malaysia.
8. Mohd Yusof, Mohd Fadil, Ismail, Hairul Nizam, Ghazali, Raslinda. (2014). Destination Branding Process: Building linkages between Destination brand identity and Destination Image formation. 12th Asia Pacific CHRIE (APACCHRIE) Conference 2014) 21-24 May 2014, K. Lumpur, Malaysia
9. Mohd Yusof, Mohd Fadil, Ismail, Hairul Nizam. (2014). Destination Branding Identity from the Stakeholders' Perspective. International Conference Urban and Regional Planning (ICURP 2014) 9-11 May 2014, Johor Bharu, Malaysia
10. Mohd Yusof, Mohd Fadil, Ismail, Hairul Nizam, Yaacob, Rafi (2013). Destination Branding: What to Research on? 2nd International Seminar on Entrepreneurship and Business (ISEB 2013), 15 December 2013. Kota Bharu, Malaysia.
11. Mohd Fadil Yusof & Mohd Zulkifli Muhammad, (2013). Introducing Shariah Compliant Hotels as a New Tourism Product: The Case of Malaysia, Entrepreneurship Vision 2020: Innovation, Development Sustainability, and Economic Growth. In 20th International Business Information Management Association (IBIMA) Conference- 25-26 March: Kuala Lumpur
12. Mohd Fadil Mohd Yusof, and Hasnita Buniamin, and Ghazali Ahmad, and Mazne Ibrahim, (2013) Developing pondok institutions as a religious tourism product. In: Seminar Hasil Penyelidikan Ke-3 (SHP-KPT2013), 02 - 03 Julai 2013, EDC Hotel, Universiti Utara Malaysia.
13. Mohd Rafi Yaacob, M Fadil M Yusof (2013). Perindustrian dan Kelestarian Kualiti Alam Sekitar di Malaysia- Asas dan Pendekatan Teori Pemodenan Ekologikal, Proceedings of Persidangan Kebangsaan Ekonomi Malaysia (PERKEM) VIII 2013- Johor Bharu, Johor
14. Mohd Fadil Mohd Yusof, and Mohd Rafi Yaacob, (2013) Penjenamaan tempat (Place Banding) dan faedah kepada sektor pelancongan. In: Prosiding Persidangan Kebangsaan Ekonomi Malaysia (PERKEM) VIII. Pusat Pengajian Ekonomi , Fakulti Ekonomi & Pengurusan Universiti Kebangsaan Malaysia, Bangi, Selangor, pp. 159-165. ISBN 2231-962X
15. Zulkifli Muhammad, Mohd Fadil M Yusof, & Amin, H. (2012). Islamic Business Ethics In Small And Medium Enterprises (SMEs): An Analysis. Paper presented at the 3Rd International Conference On Business and Economic Research (3 rd ICBER 2012) Bandung, Indonesia
16. M Fadil M Yusof, Kenny Cheong (2012). Women Participation in Entrepreneurship Activities: A Case at Pasar Siti Khadijah Kelantan, Malaysia. Paper presented at the 5th International Borneo Business Conference (IBBC) 2012- Tawau Sabah

17. M Fadil M Yusof (2011). Penjenamaan Kota Bharu Sebagai Bandar Raya Islam: Satu Tinjauan Umum , Proceedings of Persidangan Kebangsaan Masyarakat, Ruang Dan Alam Sekitar (MATRA). Paper presented at Persidangan Kebangsaan Masyarakat, Ruang Dan Alam Sekitar (MATRA) 2011 – P.Pinang
18. Mohd Fadil Mohd Yusof (2011) Hotel Patuh Shariah (Shariah Compliant Hotels) sebagai Produk Baru Industri Pelancongan di Malaysia In: Prosiding Persidangan Kebangsaan Ekonomi Malaysia (PERKEM) VI. Pusat Pengajian Ekonomi , Fakulti Ekonomi & Pengurusan Universiti Kebangsaan Malaysia, Bangi, Selangor, pp. 477-479. ISBN 978-983-3198-64-1
19. M Fadil M Yusof, Ghazali Ahmad (2011) Tourism and Hospitality Education at Universiti Malaysia Kelantan: An Entrepreneurial Approach, Proceedings of 7th Biennial Symposium of Consumer Psychology of Tourism, Hospitality and Leisure of the International Academy of Culture, Tourism and Hospitality Research and 2nd International Conference on Sustainable Tourism Management of the School of Tourism Development (Maejo University)-Joint Symposium at Chiangmai, Thailand 2011.
20. M Fadil M Yusof (2010), The Issues of Hospitality and Tourism Education in Malaysia, Proceedings of International Graduate Tourism Research Conference, Berjaya University of Hospitality and USM: Kuala Lumpur.
21. M Fadil M Yusof, Jasmin Zea Radha (2010), Kerjaya dalam Sektor Hospitaliti: Sikap dan Persepsi Pelajar IPT, Proceedings at Seminar Pengurusan Perhotelan dan Pelancongan Islam Peringkat Kebangsaan 2010- Shah Alam, Selangor.
22. Radha, Jasmine Zea Raziah Radha Rashid, Roshita Abdul Razak, Mohammad Fauzi Mokhtar, and Mohd Fadil Mohd Yusof. (2010) "Budget Hotels: Gaining Market Share in the Accommodation Sector." In Proceedings of Regional Conference on Tourism Research, p. 365. 2010.
23. M Fadil M Yusof (2010) The Usage of Internet Technology for Marketing: Perspectives from Local Entrepreneurs of the Small and Medium Hotels Organizations in Langkawi, Conference Proceedings at International Seminar on Entrepreneurship & Societal Development in Asean (ISE-SODA) 2010- Langkawi, Kedah.

OTHER PUBLICATIONS

1. Mohd Fadil Mohd Yusof (2018) Pastikan Pemasaran Produk Islamik Patuh Syariat di Ruang Forum Berita Harian Malaysia (2 Mac 2018)
2. Mohd Fadil Mohd Yusof (2018) Pekan Universiti Pencetus Masyarakat Berilmu di Ruang Forum Berita Harian Malaysia
3. Module- Guidelines for the Final Year Research Project (2017)

4. Mohd Fadil Mohd Yusof (2014) Pekan Universiti Pencetus Masyarakat Berilmu di Ruang Forum Berita Harian Malaysia
 5. Mohd Fadil Mohd Yusof (2010) A Reflection from a New Academic Staff in Koran Entrepreneur- Volume 1, Issue 1, Kota Bharu: Faculty of Entrepreneurship and Business
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REFEREES

1. **Prof. Dr. Khairil Wahidin Awang, Professor of Tourism**, Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan, P.O. Box: 36, Jalan Pengkalan Chepa, 16100 Kota Bharu, Kelantan. Tel: 09-771 7251, Fax: 09-7717252. Email: khairil.w@umk.edu.my.
2. **Assoc. Prof. Dr. Ghazali Ahmad, Dean of Faculty of Hospitality, Tourism and Wellness**, Universiti Malaysia Kelantan, P.O. Box: 36, Jalan Pengkalan Chepa, 16100 Kota Bharu, Kelantan. Tel: 09-771 7251, Fax: 09-7717252. Email: ghazali@umk.edu.my.
3. Prof. Dr Rafi Yaacob, Deputy Vice Chancellor (Academic and International Affair), Universiti Malaysia Kelantan, P.O. Box: 36, Jalan Pengkalan Chepa, 16100 Kota Bharu, Kelantan. Tel: 09-771 7251, Fax: 09-7717252. Email: rafi@umk.edu.my.