

CURRICULUM VITAE



NAME: NOOR AZIMIN ZAINOL

ASSOCIATE PROFESSOR, COLLEGE OF TOURISM AND HOSPITALITY,

UNIVERSITY OF TABUK, TABUK, KINGDOM OF SAUDI ARABIA

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ACADEMIC QUALIFICATIONS:

Year	Award	Institution	Area/Field of Study
2010	Doctor of Philosophy	University of Surrey, United Kingdom	Hospitality Management Thesis Title: From Service Problem to Service Failure: Assessing Resort Hotels Customers' Perception of Acceptability
2003	Masters	Griffith University, Australia	International Tourism and Hospitality Management
1997	Bachelor of Science (Hons)	Universiti Utara Malaysia, Malaysia	Bach. of Business Administration (Tourism)

RESEARCH AREAS:

Hospitality services in general - specialisation in Muslim friendly hospitality services, Islamic tourism, experience management, consumer behaviour in hospitality, service failure and recovery, hospitality management, shariah compliant hotel operation, quality management, service operations management, food and beverage cost control, and hospitality education and training.

ACADEMIC PROFILES:

Web of Science ID: <https://www.webofscience.com/wos/author/record/16205026>

Google Scholar: https://scholar.google.com/citations?user=eORF8_AAAAAJ&hl=en

Orchid: <https://orcid.org/0000-0002-0728-6115> ,

Scopus ID: [Scopus Author ID: 57188743271](https://scopus.com/authid/detail.uri?authorID=57188743271)

researchgate: <https://www.researchgate.net/profile/Noor-Zainol>

PROFESSIONAL /TEACHING EXPERIENCE/ CERTIFICATION/LICENSE/REVIEWERS

	Certification/ Teaching/ Professional Membership	Awarding Body/Institution	Year
1.	Session Chair and presenter for 2025 MAG Scholar Conference in Business, Marketing & Tourism (online), 21-24 November 2025 in Solo, Indonesia.	MAG Scholar Conference in Asia Group, New Zealand	November 2025
2.	Edros, S. A., Zainol, N.A., Roslan, W. M.A.I & Kabar, A. S. (2025). Smart Service Sequence Learning Kit (SSSLK) – Interactive Learning Kit for Hospitality Students. International Innovation Competition on Future Education (IICFE) 2025 {SILVER MEDAL}	University Sultan Zainal Abidin (UNISZA), Terengganu Malaysia	October 2025
3.	Community Service Speaker Providing a training course entitled: “Hospitality 102: What Makes A Guest Feel Welcome?” on 15/09/2025	University of Tabuk, KSA	September 2025
4.	Tourism Track Chair and Session Chair for 4th International Conference on Computing and Information Technology (ICCIT2025), in collaboration of Uni. Of Tabuk and IEEE Western Saudi Arabia Uni. of Tabuk and IEEE Western Saudi Arabia April 2025	Uni. of Tabuk and IEEE Western Saudi Arabia	April 2025
5.	Community Service Speaker Providing a training course entitled: “Hospitality 101: Welcome to the Wonderful World of Hospitality” on 28/01/2025	University of Tabuk, KSA	January 2025
6.	Community Service Speaker Providing a training course entitled: “English language in the hospitality sector” on 14/9/2023	University of Tabuk, KSA	2023
7.	Keynote speaker for International Seminar on Halal Tourism and Hospitality (ISHTaH). Keynote Paper Title: Enchancing Muslim Travellers' Experience: Let’s Get Ready	Sultan Sharif Ali Islamic University (UNISSA), Brunei	2022
8.	Trainer and Guest Speaker for the Datai Investing in People - Advanced Certificate of Excellence for Executives in Hospitality Management’ (The Datai Langkawi)	Universiti Utara Malaysia in partnership with Overview Sdn Bhd.	2020
9.	Senior Technical Editor for Journal of Tourism, Hospitality and Environmental Management (JTHERM) - eISSN: 0128-178X (2019 - ongoing)	Global Academic Excellence Sdn Bhd	2019-ongoing
10.	Editorial Board member of Journal of Tourism Destination and Attraction (JTDA)	Faculty of Tourism, Universitas Pancasila, Jakarta, Indonesia	2024 - ongoing

11.	Editorial Board member of International Journal of Tourism, Hospitality and Civilization	Faculty of Tourism and Hotels, University of Sadat City, Egypt	2024- ongoing
12.	Editorial Board for International Journal of Entrepreneurship and Management Practices (IJEMP) - eISSN: 2600-8750 (2019-ongoing)	Global Academic Excellence Sdn Bhd	2019-ongoing
13.	Programme Academic Advisor for Master in Hospitality Management Programme	Tunku Abdul Rahman University College, Subang	(2015-2021)
14.	Programme Academic Advisor and External Examiner for Diploma in International Hotel Management and BA (Hons) in International Hotel and Tourism Management (UHTM)	University of Wolonggong - Kolej Damansara Utama UOW KDU Penang Malaysia	(2014-ongoing)
15.	External examination moderator Diploma in Hotel Management for INTI College Subang, Malaysia (2012 – 2016)	INTI College Subang	2012 - 2016
16.	Consultant for Northern Corridor Economic Region Malaysia – The Impact of COVID19 on Business and Hosueholds in the Northern Area of Malaysia	Malaysian Government (Grant RM500,00.00)	2020-2021
17.	Interviewer Panel for Ministry of Higher Education Malaysia, Federal Training Prize Program for Postgraduate Studies (2021-2022)	Ministry of Higher Education Malaysia	2021 - 2022
18.	Acquired 14 Intellectual Properties on various topics	Intellectual Property Corporation of Malaysia (MyIPO)	2019 - 2023
19.	Trainer for Advanced International Tourism Management Certificate	Politeknik Ibrahim Sultan, Johor, Malaysia	2014
20.	Trainer for Hospitality Service Delivery Programme for Homestay Operators	Ministry of Agriculture and Penang Homestay Association, Malaysia	Dec 2010 & July 2011
21.	Trainer for Enhancing Customer Service Programme	Ministry of Agriculture and Penang Homestay Association, Malaysia	January 2018
22.	Trainer/Facilitator for English for Hospitality Purposes Course	Bei Fang University of Technology, Beijing, China mobility programme	2012
23.	Trainer/Facilitator for English for Hospitality Purposes Course	Rajabhat University	2012-2013
24.	Invited speaker/facilitator for Excellence Semi-Workers: Knowledge Sharing with Industry and University Programme	Centre of Industry Cooperation, Univeristi Utara Malaysia ICoE	2014

		Tourism and Hospitality Project	
25.	Invited speaker/facilitator for Hospitality Entrepreneurship Workshop	Universiti Utara Malaysia	2014
26.	Ad-hoc reviewers for various journals, ie: International Journal of Contemporary Hospitality Management (Q1), Tourism and Hospitality Research, and various international conferences (as stated in the Academic Recognition And Scholarship section)	Various	Ongoing

WORK EXPERIENCES:

No.	Name of Organization	Position	School/Body	Start – End Date	Duration of Service
1.	University of Tabuk, Tabuk, Kingdom of Saudi Arabia	Program Coordinator (Hospitality Management)	College of Tourism and Hospitality	2024 - ongoing	Ongoing
2.	University of Tabuk, Tabuk, Kingdom of Saudi Arabia	Department Coordinator	College of Tourism and Hospitality	2023 - 2024	1 year
3.	University of Tabuk, Tabuk, Kingdom of Saudi Arabia	Associate Professor	College of Tourism and Hospitality	February 2023 - ongoing	Ongoing
4.	Universiti Utara Malaysia	Associate Professor	School of Tourism, Hospitality and Event Management	July 2019 – February 2023	3 years 8 months
5.	Universiti Utara Malaysia	Senior Lecturer	School of Tourism, Hospitality and Event Management	Feb. 2010 - Jun 2019	9 years
6.	Universiti Utara Malaysia	Fellow Researcher	Langkawi International Tourism and Hospitality (LITH) Center of Excellence, UUM	Jan. 2018 – Feb. 2023	4 years
7.	Universiti Utara Malaysia	Associate Fellow	Economic and Financial Policy Institute (ECoFI) UUM	Jan. 2021 – Feb. 2023	2 years

8.	Universiti Utara Malaysia	Associate Fellow	Institute of Halal Management UUM	Jan. 2019 – Dec. 2020	2 years
9.	Universiti Utara Malaysia	Director	Ghazali Shafie Executive Enhancement Programme, Ghazali Shafie Graduate School Of Government (GSGSG)	Jan. 2017 - Dec. 2018	2 years
10.	Universiti Utara Malaysia	Head of Department, cum Postgraduate Coordinator	School of Tourism, Hospitality & Environmental Management	July 2011 – Dec. 2013	2 years 6 months
11.	Universiti Utara Malaysia	Senior Lecturer	School of Tourism & Hospitality Management	2003 - 2010	7 years
12.	Universiti Utara Malaysia	Tutor	School of Tourism & Hospitality Management	2000 - Jan. 2003	2 years 3 months
13.	Cinta Sayang Resort, Sg. Petani, Kedah, Malaysia	Assistant Sales Manager (Sales & Marketing Dept) Sales Executive (Sales & Marketing Dept). Cinta Sayang Resort, Sg Petani Kdah, Malaysia		Oct. 1997 - Oct. 2000	3 years
		Job scope include: 1. Identifying potential market segments 2. Pre-service and attend to guest/customer requirements for banquets/events functions. 3. Doing market segmentation analysis 4. Responsible for daily/weekly market report 5. Responsible to plan and develop sales promotion for hotel products and facilities 6. Cooperate and communicate with other departments Assistant Sales Manager Cinta Sayang Resort, Sg. Petani, Kedah, Malaysia			
14.	Bertam Golf Resort, Penang, Malaysia	Sales Executive (Sales & Marketing Dept).		August 1997 - Oct 1997	3 months
		Job scope include: 1. Identifying potential market segments 2. Service guest bookings 3. Responsible for daily/weekly market report			

		4.Responsible to plan and develop sales promotion for hotel products and facilities 5.Cooperate and communicate with other departments Bertam Golf Resort, Penang, Malaysia		
15.	Seri Malaysia Hotel Sg Petani, Kedah	Management Trainee (Sales Dept) Job scope: 1.Assist in all sales operations and activities 2.Help prepare banquet events 3.Prepare sales reports 4.Prepare banquet event order Seri Malaysia Hotel Sg Petani, Kedah	March 1996 - Sept 1996	6 months

AWARDS/RECOGNITION ACHIEVED:

No.	Award/Recognition	Year of Award	Awarding Body
1.	Awarded "Best Paper for Work-in-Progress submitted by a Doctoral Student" at the Council of Hospitality Management Education Conference (CHME) in Glasgow, Scotland, UK	2008	Council for Hospitality Management Education (CHME)
2.	Outstanding Student Award List (Master in International Tourism and Hospitality Management, Griffith University Gold Coast, Australia).	2003	Griffith University Gold Coast, Australia
3.	Dean's List for for four consecutive semesters (1995-1997) (Bach. of Business Administration with Honors, Universiti Utara Malaysia, Sintok, Kedah, Malaysia)	1995-1997	Universiti Utara Malaysia, Sintok, Kedah, Malaysia
4.	Performance Appraisal - Excellence	2011 & 2012	University and College Level, Universiti Utara Malaysia, Sintok, Kedah, Malaysia
5.	"Excellent Paper Award" at the Fifteenth TheIIR International Conference in Bali, Indonesia	2015	International Institute of Engineers and Researchers
6.	"Best Presenter Award" at the 3rd International Conference on Business, Science and Technology 2016, Vietnam	2016	IPN Education Group
7.	Anugerah Pekerja Cemerlang (<i>Best Employee Award</i>)	2014	University Level, UUM
8.	"Best Presenter Award" at the 3rd International Conference on Business, Science and Technology 2016	2017	IPN Education Group
9.	Anugerah Pekerja Cemerlang (<i>Best Employee Award</i>)	2019	School Level , UUM

10.	Anugerah Pekerja Cemerlang (<i>Best Employee Award</i>)	2021	University Level, UUM
11.	Social Innovation Award (Policy paper for Muslim Friendly Accommodation)	2021	University Level, UUM
12.	Policy paper – Post-COVID Tourism Policy in Malaysia: Implementation of E-Green Counter in Accommodation Premises	2022	University Level, UUM
13.	Best Student Advisor of the Year 2023-2024	2024	University of Tabuk, KSA
14.	Best Student Advisor of the Year 2024-2025	2025	University of Tabuk, KSA
15.	Awarded BRONZE MEDAL in TISSA-UUM Innovation Competition (INNOCOM). Innovation project title: Smart Service Sequence Learning Kit (SSSLK).	December 2025	TISSA-UUM Innovation Competition (INNOCOM), Universiti Utara Malaysia
16.	Awarded SILVER MEDAL in International Innovation Competition on Future Education (IICFE) 2025. Project title: Smart Service Sequence Learning Kit (SSSLK) – Interactive Learning Kit for Hospitality Students.	October 2025	International Innovation Competition on Future Education (IICFE) 2025, Universiti Sultan Zainal Abidin (UNISZA), Terengganu Malaysia

COURSES TAUGHT :

No.	Course Code	Name of Courses/Subjects	Level of Study (Undergraduate/Masters/Doctoral)
1.	SHOK5043	Hospitality Management Accounting	Master
2.	SZH5043	Contemporary Issues in Tourism and Hospitality	Master
3.	HL3053	Accommodation Management	Undergraduate
4.	HL1013	Introduction to Hospitality	Undergraduate
5.	VUF021	Catering II	Undergraduate
6.	HOA1013	Pengantar Hospitaliti	Undergraduate
7.	SHOM3053	Hotel Sales and Marketing	Undergraduate
8.	SHOP3053	Food and Beverage Cost Control	Undergraduate
9.	SHOA1013	Introduction to Hospitality	Undergraduate
10.	HL3073	Resort Management	Undergraduate
11.	GHOP2013	Interpersonal Skills	Undergraduate
12.	SDG1031	Personal Development and Character Building	Undergraduate
13.	SDG1011	High Touch Communication	Undergraduate
14.	GHZX4908	Practicum	Undergraduate
15.	GHOZ4066	Research Paper	Undergraduate
16.	GHZS5053	Contemporary Issues In Tourism & Hospitality Management	Masters

17.	GHOM3053	Hospitality Sales and Marketing	Undergraduate
18.	GHZZ3083	Research Methods for Tourism and Hospitality	Undergraduate
19.	THM1103	Front Office Operations	Intermediate Diploma
20.	THM1025	Rooms Division Operations	Intermediate Diploma
21.	THM1205	Lodging Operations	Intermediate Diploma
22.	THM1208	Understanding Consumers in Tourism and Hospitality	Intermediate Diploma
23.	THM1204	Fundamental of Marketing in Tourism and Hospitality	Intermediate Diploma
24.	THM1203	Delivering Service Quality	Intermediate Diploma
25.	TTD1102	Understanding the Tourist	Intermediate Diploma

ADMINISTRATIVE RESPONSIBILITIES:

No.	Post	Brief Job Description/Responsibilities	Duration of Service
1.	Programme Coordinator	Assisting the Head of Department on matters relating to academic affairs and all other duties concerned, in College of Tourism and Hospitality, University of Tabuk	Sept. 2023-ongoing
2.	Head	Examination Review and Follow-Up Committee	Sept 2024 - ongoing
3.	Head	Training Committee	Sept 2024 - ongoing
4.	Member	Assessment and Evaluation Unit and Committee	Sept 2024 - ongoing
5.	Member	Quality Unit	Sept 2024 - ongoing
6.	Member	Member of Training Unit	Sept 2024 - ongoing
7.	Member	Strategic Plan Committee	Sept. 2023-2024
8.	Member	Accreditation Committee	Sept. 2023-2024
9.	Head	Quality Committee	Sept. 2023-ongoing
10.	Member	Curriculum and Course Development Committee (CCDC)	Sept. 2023-2024
11.	Member	Student Advisory Committee	Sept. 2023-2024
12.	Member	Exam Officer Committee (EOC)	Sept. 2023-2024
13.	Member	Scientific Committee	Sept. 2023-ongoing
14.	Director	Ghazali Shafie Executive Enhancement Programme, GSGSG <u>UUM</u>	Jan 2017- Dec 2018
15.	Head of Department, cum Postgraduate Coordinator	Assisting the Dean (School of Tourism, Hospitality and Environmental Management)	2.5 years (July 2011 – December 2013)
16.	Internal Auditor (University)	Conduct internal audit for university level	3.5 years (May 2011 – Dec 2014)
17.	Coordinator	Collaboration Programme UUM – International Innovative College	2017 - 2021
18.	Fellow Researcher	Langkawi International Tourism and Hospitality Centre of Excellence (LITH) UUM	2018 - ongoing
19.	Associate Research Fellow	Economics and Financial Policy Institute (EcoFi) UUM	2021 - ongoing

20.	Chair	Research Committee for School	2020 - ongoing
21.	Committee	Student Development Committee (COLGIS)	1 year (Dec 2011 – Dec 2014)
22.	Committee	Development of a new undergraduate programme – Bachelor of Event Management	1 year (2010-2012)
23.	Coordinator	Development of a new postgraduate programme - Master of Hospitality Management	On-going (2010- ongoing)
24.	Coordinator	COPPA documentation for Hospitality Programme (undergraduate and postgraduate)	4 years (2010- ongoing)
25.	Assistant Coordinator	Bachelor of Hospitality Management (Hons.)	1 year (2010-2011)
26.	Committee	Postgraduate and Undergraduate programme coordinator	1 year (2010-2014)
27.	Committee	Tourism and Hospitality Research Committee	1 year (2010-2013)
28.	Committee	College Alumni Committee representative	1 year (2010-2011)
29.	Committee	Final exam reviewer committee	1 year (2010-2014)
30.	Committee	Research and Publication	1 year (2005-2014)
31.	Committee	Promotion and Public Affairs	2 years (2004-2006)
32.	Secretariat	International Conference on Tourism and Hospitality (ICTH)	2 years (2005/2006 and 2013/2014))
33.	Secretariat	Seminar Sumberjaya Pantai dan Pelancongan: Isu dan Cabaran	1 year (2004-2005)
34.	Secretary	Research and Publication	2 years (2003-2004)
35.	Committee	Anugerah Kualiti Perdana Menteri	1 year (2003-2004)
36.	Committee	Projek Agenda Kritikal (CAPs) Pelan Strategik PTN Universiti	2012-2014
37.	Committee	Postgraduate Studies Promotions UUM	2013
38.	Committee	AJK Kerja SETARA (Dimensi:Proses) UUM	2013-2014
39.	Committee	Niche Area UUM (International Studies) Universiti	2013-2014
40.	Committee	Academic Meeting COLGIS	2011-2013
41.	Chair	Examination and Conferment Committee	2011-2013
42.	Chair	Interview Panel for School (for Academic Staf)	2012-2013
43.	Assistant Chair	Quality, Strategic and Accreditation Committee	2012-2014
44.	Assistant Chair	Internationalisation Committee	2012-2014
45.	Assistant Chair	Human Capital Committee	2012-2013
46.	Committee	Examination and Graduation Committee	2013-2015
47.	Committee	Quality, Strategic and Accreditation Committee	2014-2015
48.	Committee	Practicum Presentation	2003-2022
49.	Coordinator	Coordinator Collaboration Programme UUM – International Innovative College, Subang, Malaysia (2017-2022)	2017 - 2022

RESEARCH ACTIVITIES:

No.	Project Title	Type of Research Funding	Year	Project Status/Progress	Role
1	Travel Risk Perception and Travel Experience as Factors Influencing Travel Decision Among the International Tourists to Penang, Malaysia	Faculty Grant	2004	Completed	Project leader
2.	Predicting the Future Potential of Tourism in Malaysia Using The Delphi Method	University Grant	2005	Completed	Co-Researcher
3.	Potensi Masa Depan Industri Pelancongan di Langkawi: Satu Ramalan Menggunakan teknik Delphi	Faculty Grant	2003	Completed	Co-researcher
4.	Identifying Service Failures in Langkawi Hotels: A Critical Incident Technique (CIT) Approach	LEADS grant	2011	Completed	Project leader
5.	From Service Problem to Service Failure: Assessing Resort Hotel Customers' Perceptions of Acceptability (Phd)	Phd (MOHE grant), data collection (Surrey, UK)	2006-2010	Completed	Individual project
6.	Developing Tourism And Hospitality Index Of Graduate Abilities And Skills (IGAS) To Fulfill The Industry Needs: The Case Of Malaysian Public Higher Educational Institutions	FRGS grant	Sept. 2011 – Aug. 2014	Completed	Co-researcher
7.	Investigating Cost Control Measures Among Food Service Outlets in Malaysia	RAGS Grant	Jan. 2013 – March. 2015	Completed	Project leader
8.	Exploring the Effect of Minimum Wage Order Implementation in Langkawi Hotels	RAGS Grant	Oct 2013 – Sept 2016	Completed	Co-researcher
9.	Malaysian Labor Mobility Study: Developing International Migrant Workers Patterns in Addressing Tourism and Hospitality Labor Shortages	FRGS	July 2014- June 2017	Completed	Co-researcher
10.	Investigating the Barriers and Success Factors in Implementing Syariah Compliant Hotel Operations in Malaysia	University grant	Nov. 2014- Sept 2016	Completed	Project Leader
11.	Developing a Structured Cost Control Code of Practice Towards New Economic Model (NEM) Agenda Among Bumiputera Foodservice Entrepreneurs	RAGS	Dec 2015 – Nov. 2017	Completed	Co-researcher
12.	Relationship of Food Quality and Food Price on International Students' Satisfaction in UUM Cafeterias	Postgraduate Incentive	July 2014 –	Completed	Leader

			May 2016		
13.	The Moderating Role Of Religion On Hotel Managers Intention To Adopt Islamic Hotel Concept In Peninsular Malaysia	Postgraduate Incentive	Sept 2015 – Nov 2020	Completed	Co-researcher
14.	Determining The Critical Success Factors In Developing A Shariah Compliant Code Of Practice For Small And Medium Hotel Operators	University Grant	May 2016 – April 2018	Completed	Co-researcher
15.	Cost Control Issues in the Operation of A Bumiputera Foodservice Entrepreneur	Case Study Grant Scheme (MOHE)	Nov 2016 – Dec 2017	Completed	Leader
16.	Exploring The Factors Influencing The Non-Compliance To Shariah Standard Among The Hoteliers In Malaysia	University Grant	Oct 2017 – June 2019	Completed	Member
17.	Syariah Compliant Hotel (Sch): Challenges And Opportunities For Adya Hotel Langkawi	Case Study Grant	June 2018 – ongoing	Completed	Member
18.	Managers Coffee Restaurant Experience: Exploring The Factors That Influence Customer Satisfaction	University Grant	Oct 2017 – ongoing	Completed	Member
19.	Investigating The Essential Competencies In Hospitality Industry : Perceptions Of Hospitality Students	University Grant	Oct 2017 – June 2019	Completed	Member
20.	Kajian Pasaran Dan Kebolehlaksanaana Menjalankan Perniagaan Hotel Di Kuala Lumpur	University Grant	Dec 2017 – June 2019	Completed	Member
21.	Human Resource Investment In Luxury Hotels: Developing A Compensation Plan That Addresses The Issue Of High Dependence On Foreign Labors	FRGS	2017	Completed	Member
22.	The Food Choice Decision-Making Process Among International Students In Malaysian Universities	University Grant	2017	Completed	Member
23.	Assessing Green Resorts Attributes Performance On Tourist Consumption Emotion And Revisit Intention	University Grant	2019	Completed	Member
24.	The 'Datai Investing In People' (Dip) Program: A Case Study	Case Study Grant	2019	Completed	Member
25.	Let's Go Perhentian: Overcoming Competition To Win Potential Customers	Case Study Grant	2019	Completed	Leader

26.	Exploring The Factors Influencing The Non-Compliance To Shariah Standard Among The Hoteliers In Malaysia	Islamic Tourism Centre, MOTAC	2018	Completed	Leader
27.	Mieha Holidays Sdn Bhd: Moving Forward	Case Study Grant	2020	Completed	Leader
28.	Developing a Framework of Resident Support For Halal Tourism Sustainability: Post COVID-19 Dilemma	FRGS	2020	Completed	Leader
29.	Developing Food Safety Measures And Regulations For Online Takeaway Food Delivery Suppliers In Malaysia	FRGS	2020	Completed	Member
30.	Kerangka Dasar Dalam Melestarikan Industri Penginapan Mesra Muslim Di Negeri Kedah Darul Aman	Geran Khas Universiti	2021	Completed	Member
31.	Challenges In Increasing Awareness On Environmental Sustainability Among The Youth: The Case Of Datai Pledge Pillar Leader	Case Study Grant	2021	Completed	Member
32.	Modelling The Impacts Of Public Expenditures In Fish For Food Security And Wellbeing Of Fishing Community In Malaysia	FRGS	2020	Completed	Member
33.	NCIA Project Consultant for NCIA-USM-UUM Project entitled The Impact of Covid-19 and MCO on Households and Businesses	National Grant	2020	Completed	Member
34.	Keberkesanan Sistem Pengagihan Zakat Secara Online Kepada Asnaf Di Langkawi	IPIZ UUM	2022	Completed	Member
35.	The Contributions of Vacation to Family Relationship And Well-Being: Development of Family Vacation Structure Framework For Social Stability	LPPKN (National Grant)	2022	Completed	Member
36.	Developing Effective Environmental Strategies to Promote the Social Responsibility Role of Hospitality Corporates in Maintaining the KSA Environment	University Grant	2023-2024	Completed	Member

PUBLICATIONS :

No.	List of Publications (Journals & Others)
1.	Zainol, N. ,Lockwood, A. & Kutsch, E. (2010) Relating the Zone of Tolerance to Service Failure in the Hospitality Industry, <i>Journal of Travel and Tourism Marketing</i> , 27(3), 324-3332
2.	Zainol, N. & Lockwood, A. (2008) Relating the Zone of Tolerance To Service Failure in the Hospitality Industry (2008), <i>The Hospitality Review</i> (special issue based on Best Paper Award achieved), Oct, 98-112
3.	Noor Azimin Zainol (2003), <i>Ensiklopedia Pengurusan</i> , Penerbit UUM (Entry - Karavan dan Spa)
4.	Shariff, N. M., Zainol, N. A, and Nor, N. A. M., (2006), The Future Potential of Tourism in Langkawi, Malaysia: Prediction Using the Delphi Method, <i>ASEAN Journal on Hospitality and Tourism</i> , vol. 5, pp. 3-16

5.	Zainol, N.A. and Lockwood, A. (2014) Understanding service experience: A critical incident technique approach, <i>Academic Research International</i> , July, 5(4), pp. 189-203
6.	Zainol, N.A. and Lockwood, A. (2014) Critical failure factors: Perspectives from the resort hotel customers, <i>Tourism Development Journal</i> , 11-12 (1), pp. 28-39
7.	Zainol, N.A. and Ahmad, R., (2015) Issues in Instituting Cost Control Practices: The Case of Malaysia's Food and Beverage Outlets, <i>Tourism Development Journal</i> , 13(1), pp. 60-69
8.	Ahmad, R. and Zainol, N. A. (2015) Career Performance of Muslim Female Bachelor of Hospitality Management Graduates, <i>Academic Research International</i> , 6(3), pp. 75-85
9.	Shariff, N. M., Kayat, K. Abidin, A. Z., Zainol, N. A. (2015) Competencies index development: The case of Malaysian tourism and hospitality graduates, <i>International Journal of Education and Research</i> , 3(1), pp 191-206 (ISI)
10.	Shariff, N. M., Nor, N. A. M., Zainol, N. A., & Kayat, K. (2015) Developing Index Competency for the Malaysian Tourism and Hospitality Graduates, <i>Advanced Science Letters</i> , August, 21(7), pp. 2251-2255 (SCOPUS)
11.	Zainol, N.A. and Seladorai, J. (2016) What Matters Most?: Factors Influencing International Students' Satisfaction Towards Cafeteria Foods, <i>Mediterranean Journal of Social Science</i> , 7(4), 295-302
12.	Zainol, N. A., Ahmad, R. and Shariff, N. M. (2016) Investigating the Barriers and Success Factors in Implementing Shariah Compliant Hotel Operations, <i>The Social Sciences Journal</i> , 11(6), 7163-7167
13.	Zainol, N.A. and Seladorai, J. (2016) University Foodservice: Are International Students Satisfied? <i>Tourism Development Journal</i> , 14(1), 19-28
14.	Razak, R.A., Shariff, N. M. And Zainol, N. A. (2016) Understanding Hospitality Graduates' Competencies: Perspectives from the Hospitality Industry in Malaysia, <i>Tourism Development Journal</i> , 14(1), 44-55
15.	Azam, N. R. A., Rashid, B. And Zainol, N.A. (2016) Conceptualising Value Dimensions on Customers' Intention to Revisit Green Resorts, <i>Tourism Development Journal</i> , 14(1), 85-97
16.	Razak, R.A., Shariff, N. M. And Zainol, N. A. (2016) Creating a Framework for Hospitality Competencies to Fulfill the Industry's Need, <i>Academic Research International</i> , 7(4), 229-236
17.	Madden. K. Rashid, B. And Zainol, N.A. (2016) Beyond The Motivation Theory of Destination Image, <i>Tourism and Hospitality Management</i> , 22(2), 247-264
18.	Muazu, L., Rashid, B and Zainol, N. A., (2017) Predictors of Likelihood of Adoption of Green Practices of Hotels: The Case of Abuja and Lagos, Nigeria, <i>Environmental Management and Sustainable Development</i> , May 2017
19.	Muazu, L., Rashid, B and Zainol, N. A., (2017) Perceived Innovation Characteristics As Predictors Of Green Practice Adoption In The Nigerian Hotel Industry, <i>International Journal of Agriculture and Environmental Research</i> , 3(1), 2099-2133
20.	Karim, M.H.A., Ahmad, R, and Zainol, N. A. (2017) Length Of Working Experience As A Moderator In A Hotel Managers' Behavioral Intention To Adopt Islamic Quality Standards For Hotels In Peninsular Malaysia, <i>Journal Of Global Business And Social Entrepreneurship</i> , 1(3), 133-151
21.	Shariff, N. M., Razak, R.A., And Zainol, N. A. (2017) Investigating Hospitality Graduates Knowledge, Skills and Abilities using Delphi Technique, <i>Advance Science Letters</i> , 23, 361-364
22.	Karim, M.H.A., Ahmad, R, and Zainol, N. A. (2017) Differences In Hotel Attributes: Islamic Hotel And Sharia Compliant Hotel In Malaysia, <i>Journal of Global Business and Social Entrepreneurship</i> , 1(2), 157-169
23.	Madden, K. Rashid, B. And Zainol, N.A. (2017) Determinants of Intention to Visit Phuket, Thailand, <i>Ottoman: Journal of Tourism and Management Research</i> , 2(1), 31-43

24.	Ahmad, R., Zainol, N. A. & Omar, H. (2017), Employees' Compensation in Langkawi Hotels after Minimum Wage Order 2012 Implementation, <i>International Journal of Economic Research</i> , 477 - 491
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3.	A Model of the Critical Failure Factors in Resorts in Langkawi	2020	MyIPO
4.	Critical Failure Factors for Langkawi Resorts	2020	MyIPO
5.	Kerangka Kelestarian Penginapan Mesra Muslim	2020	MyIPO
6.	Framework for the Effect of Minimum Wage Order Implementation in Sub urban Hotels	2020	MyIPO
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45.	Zainol, N.A., Azam, N. R. A. N., Mustafa, E., Razak, R. & Ishak, N.H. (2020). Let's Go Perhentian: Overcoming Competition to Acquire Potential Customers. In <i>Proceedings of 5th International Case Study Conference (Icsc) 2020</i> , UUM Webex
46.	Mustafa, E., Ideris, Zainol, N. A., M. S. K. & Nordin, N. (2020). The Human Resource Investment To Improve Human Capital In Hotel Sector: A Case Study Of The Datai, Langkawi. In <i>Proceeding 3rd International Conference on Tourism, Technology, and Business Management</i> , Kota Bahru Kelantan.
47.	Zainol, N. A, Mustafa, E. & Azam, N. R. A. (2021). Identifying The Accommodation Needs And Preferences Of Muslim Travellers. In <i>Proceedings of 5th International Conference Business, Tourism and Technology 2021 (5th ICBTT 2021)</i> , Online
48.	Zainol, N. A, Mustafa, E. & Sharif, N. M. (2021). Measures Taken by the Hoteliers to Overcome COVID-19 Impact. In <i>Proceedings of Global Tourism Conference 2021 (GTC2021)</i> , Online
49.	Mustafa, E. & Zainol, N. A (2021). The Dietary Changes And Food Preparation Among Malaysian Household During Covid-19 Lockdown. In <i>E-proceeding 4th Langkawi International Multidisciplinary Conference 2021 (4th LIMC 2021)</i> , online, 34 – 42.
50.	Ahmad, R., Zainol, N. A. & Rameily, A. (2022). Investment for Environmental Sustainability: Can the Datai Succeed?. In <i>Proceedings of the Conference on Managing Tourism Across Continents: Volume 2</i> , online, https://digitalcommons.usf.edu/m3publishing/vol16/iss28344731/1 DOI: 10.5038/2834-4731-V2
51.	Mohd Shariff, N., Zainol, N.A., Yusof, N. S., Hasbullah, F., Ho, C. C., & Mansor, N. S. (2023). Malaysian Family Vacations Profiles and its Contributions to Family Bonding, In <i>Proceedings of the International Conference on Tourism, Transport, and Logistics (ICTTL)</i> , Bali, Indonesia 29th - 30th April, 2023, 1-6.
52.	Brahmantara, Kausar, D. R., Agustan, & Zainol, N. A. (2025). Digital technology for heritage preservation and intrepertation in cultural tourism, In <i>Proceedings of the 4th International Conference on Computing and Information Technology (ICCIT2025)</i> , Tabuk, Kingdom of Saudi Arabia, 13-14th April 2025 (Scopus).
53.	Zainol., N.A., Patwary, A. K., Edros, S. A., Menon, A. S., Kausar, D. R and Supina, S. (2025). Tourism in the Digital Edge: Tourist Perceptions and Preferences for High-Touch vs High-Tech Hotel Services, In <i>Proceedings of MAG Scholar Conference In Business, Marketing & Tourism</i> , Solo, Indonesia, 21 - 24 November 2025
54.	Edros, S. A., Zainol, N.A., Roslan, W. M.A.I & Kabar, A. S. (2025). Smart Service Sequence Learning Kit (SSSLK) – Interactive Learning Kit for Hospitality Students. International Innovation Competition on Future Education (IICFE) 2025 {SILVER MEDAL}
55.	Edros, S. A., Zainol, N.A., Roslan, W. M.A.I & Kabar, A. S. (2025). Smart Service Sequence Learning Kit (SSSLK) in TISSA-UUM Innovation Competition (INNOCOM), Universiti Utara Malaysia, December 2025

CONFERENCES ATTENDED:

No.	Name of Conference (provide details of name and venue)	Year	Type of Participation (Keynote speaker, paper presenter, participant etc.)
1.	International Conference of Trade, Tourism and Management, Bangkok, Thailand	December 2012	Presenter

2.	4th Asia Euro 2012 Tourism, Hospitality and Gastronomy Conference, Kuala Lumpur Malaysia	December 2012	Presenter
3.	Asia-Pacific Business Research Conference, Kuala Lumpur	Feb.2011	Presenter
4.	9th ApacCHRIE Conference, The Hong Kong Polytechnic University (PolyU)	June 2011	Presenter
5.	European Operations and Management Associations (EUROMA) Conference, Gothenburg, Sweden	2009	Presenter
6.	The Council of Hospitality and Management Education (CHME) Conference, Glasgow, UK	2008	Presenter
7.	The Council of Hospitality and Management Education (CHME) Conference, Surrey UK	2010	Participant
8.	Malaysian Tourism Symposium, Bayview City Hotel, Penang.	2006	Participant
9.	3 rd International Qualitative Research Convention, Sofitel Palm Resort, Johor.	2005	Participant
10.	Think Tourism Course, The Holiday Villa Alor Setar Kedah	2006	Participant
11.	International Conference on Tourism and Hospitality, The Gurney Penang	2005	Presenter
12.	Seminar Sumberjaya Pantai dan Pelancongan: Isu dan Cabaran	2004	Participant
13.	Second Symposium on Graduate Management Research	2001	Participant
14.	International International Conference on Tourism and Culture in Asia, , Chiang Mai University	2013	Presenter
15.	Hospitality and Tourism Education Conference (HTEC 2013)	2013	Presenter
16.	International Conference on Tourism and Development: Growth and Diversity, in ChiangMai organized by CTSAS Department of Tourism, Chiang Mai University	2014	Presenter
17.	2nd Tourism And Hospitality International Conference 2014, Holiday Vila, Langkawi, Kedah	2014	Presenter
18.	The Fifteenth TheIIER International Conference in Bali, Indonesia	2015	Presenter
19.	International Conference on Natural Resources, Tourism and Services Management 2015, Promenade Hotel, Kota Kinabalu Sabah	2015	Presenter
20.	3rd Tourism and Hospitality International Conference (THIC'15), Surabaya, Indonesia	2015	Presenter
21.	Seminar Keusahawanan Halal Peringkat Kebangsaan, UUM Sintok Kedah.	2016	Presenter
22.	3rd International Conference on Business, Sciences and Technology 2016, Ho Chi Minh City, Vietnam	2016	Presenter
23.	Multidisciplinary Academic Conference 2017 (MULAC), Kota Kinabalu Sabah	2017	Presenter

24.	International Conference on Education, Business, Islamic and Technology	2017	Presenter
25.	4th International Conference on Arts, Management, Science and Social Sciences, Bandung Indonesia	2018	Presenter
26.	2nd International Conference on Academic Research in Social Sciences, Beijing China	2018	Presenter
27.	1st International Conference on Innovative Sciences and Technologies, Kuching Sarawak.	2018	Presenter
28.	Symposium on Islamic Tourism 2019, Kuala Terengganu, Terengganu	2019	Presenter
29.	Int. Academic Conference on Tourism, Environment Management and Heritage (IATECH2020) Langkawi Kedah	2020	Presenter
30.	5th International Case Study Conference (Icsc) 2020, UUM Webex	2020	Presenter
31.	5th International Conference Business, Tourism and Technology 2021 (5th ICBTT 2021), Online	2021	Presenter
32.	Global Tourism Conference 2021 (GTC2021), Online, organised by Univeristi Malaysia Terengganu	2021	Presenter
33.	Langkawi Tourism, Hospitality International Conference (LHTIC2022)	2022	Presenter
34.	Langkawi Tourism, Hospitality International Conference (LHTIC2022)	2022	Presenter
35.	Langkawi Tourism, Hospitality International Conference (LHTIC2022)	2022	Co-Author
36.	Langkawi Tourism, Hospitality International Conference (LHTIC2022)	2022	Co-Author
37.	Langkawi Tourism, Hospitality International Conference (LHTIC2022)	2022	Co-Author
38.	International Conference on Tourism, Transport, and Logistics (ICTTL), Bali, Indonesia 29 – 30/4/2023	2023	Co-Author
38.	4th International Conference on Computing and Information Technology (ICCIT2025), Tabuk, Kingdom of Saudi Arabia 13-14th April 2025 (Scopus).	2025	Session Chair and Co-Author
39.	MAG Scholar Conference In Business, Marketing & Tourism, Solo, Indonesia, 21 - 24 November 2025	2025	Session Chair and Presenter
40.	International Innovation Competition on Future Education (IICFE) 2025	2025	Co-Inventor
41.	TISSA-UUM Innovation Competition (INNOCOM), Univeristi Utara Malaysia, December 2025	2025	Co-Inventor

CONSULTANCY AND TRAINING:

No.	Consultancy/Training (Please provide details such as location, target groups, etc.)	Year
1.	Training and monitoring for Food Preparation for the Royal Banquet in conjunction with the PALAPES graduation ceremony.	2003

	Participants - students	
2.	Co-curriculum instructor for VUK1011 Catering 1 Participants- students	2004/2005
3.	Invited for paper presentation in the Bengkel Pengurusan Pembangunan Produk Pelancongan dan Hospitaliti, organized by the Tourism Research Circle, USM Penang in collaboration with the Ministry of Agriculture Participants- Homestay operators across Penang	2006
4.	Invited for paper presentation in the Hospitality Service Delivery Programme organized by the Ministry of Agriculture and Penang Homestay Association Participants – Homestay operators across Penang	Dec. 2010
5.	Invited for paper presentation in the Hospitality Service Delivery Programme organized by the Ministry of Agriculture and Penang Homestay Association Participants – Homestay operators across Penang	July 2011
6.	Note taker/moderator for Tourism Malaysia’s Retreat Meeting with Industry Professionals	May 2011
7.	Instructor for “First Dating” Programme organised by SCOHOST Club (hospitality club)	Sept. 2011
8.	Invited speaker for Kursus Peningkatan Kualiti Pengurusan Kafeteria dan Medan Selera UUM Siri 3	July 2011
9.	Invited speaker for Kursus Peningkatan Kualiti Pengurusan Kafeteria dan Medan Selera UUM Siri 4	September 2012
10.	Facilitator for English for Hospitality Purposes Course for Bei Fang University of Technology, Beijing, China mobility programme	September 2012
11.	Facilitator for English for Hospitality Purposes Course for BSRU Bangkok, Thailand mobility programme	October 2012
12.	Invited speaker for Agro-Tourism Park and Management Seminar – Infrastructure and Landscape, organised by MARDI	September 2012
13.	Invited speaker for Hospitality English course (Beifang University of Technology, China)	Dec 2013
14.	Invited speaker for Hospitality English course (Rajabhat University, Thailand)	Sept 2013
15.	Invited speaker for English for Communication (BSRU University, Thailand)	Sept 2013
16.	Invited speaker/facilitator for Excellence Semi-Workers: Knowledge Sharing with Industry and University Programme organised by CUIC, UUM for ICoE Tourism and Hospitality Project	June 2014
17.	Invited speaker for Hospitality English and Malaysian Culture (Beifang University of Technology, China)	September 2014
18.	Invited speaker/facilitator for Bengkel Keusahawanan Hospitaliti organised by CEDI and PPA UUM COLGIS	December 2014
19.	Invited speaker for Bengkel Pemantapan Kemahiran: Skilled Workers for Hospitality and Tourism organised by CUIC UUM	March 2015
20.	Invited speaker for Minggu Orientasi Program Asasi Sains: Etika Sosial organised by Pusat Asasi Sains UUM	May 2015
21.	Invited speaker for Postgraduate Survival Workshop Series GSGSG UUM	2017 - 2018
22.	Invited speaker for Kolej Universiti Tunku Abdul Rahman (Perak Branch)	2017 -2019
23.	Trainer for Advanced International Tourism Management Certificate, Politeknik Ibrahim Sultan, Johor, Malaysia (2014)	November 2014

24.	Trainer for the “Datai Invest in People” Executive Advanced Diploma Programme, The Datai Langkawi	November 2018
25.	Invited speaker for Kolej Universiti Tunku Abdul Rahman (Perak Branch)	2018-2019
25.	Invited speaker for Kolej Universiti Tunku Abdul Rahman (Perak Branch)	2020
26.	Consultant for NCIA-USM-UUM Project entitled The Impact of Covid-19 and MCO on Households and Businesses, 2020	2020
27.	Researcher for Muslim Friendly Accommodation Project with Malaysia Budget Hotels Association (MyBHA)	2019 – ongoing
28.	Keynote Speaker for International Seminar on Halal Tourism and Hospitality (ISHTH) 2022, by Sultan Sharif Ali Islamic University, Brunei.	2022

PROFESSIONAL MEMBERSHIP:

No.	Name of Professional Bodies/Associations	Year of Membership	Status of Membership (Active, expired, etc.)	Type of Membership
1.	International Council on Hospitality, Restaurant and Institutional Education (ICHRIE)	2008-2011	Not Active	Premium member
2.	Hospitality and Tourism Research and Consultancy Team (HOTRACT)	2010- on going	Not Active	College
3.	Malaysia Association of Hotels (MAH)	2013- on going	Active	School
4.	University of Surrey Alumni	2010 - ongoing	Active	International
5.	Universiti Utara Malaysia Alumni	1997 - ongoing	Active	National
6.	Pacific Asia Travel Association (PATA)	2020 - ongoing	Active	International

SUPERVISION (Thesis/Dissertation/Project Paper):

UNDERGRADUATE PROJECT PAPER

No.	Name of Students	Title of Thesis/Dissertation	Progress Status
1.	Nor Hazlinda Abd. Rahman	The impact of sex tourism in Thailand	Completed
2.	Yap Oi Ting	Factors influencing shoppers to a tourist destination.	Completed

3.	Yeap Boon Huey	Service failure and recovery in Langkawi island hotels, Malaysia	Completed
4.	Tey Kim Heng	A SWOT analysis on food tourism.	Completed
5.	Nur Sabrina Mohd Sabri	Factors influencing safety and security among international travellers to Malaysia.	Completed
6.	Tan Hui Peng	The origin of food tourism: The case of Malaysia.	Completed
7.	Low Chin Chin	Conservation and sustainability in heritage tourism : The case of Malaysia.	Completed
8.	Lai Cheah Lee	The factors influencing Malaysian gastronomy experience among the international travellers.	Completed
9.	Peichai a/p Muniesewvom	Exploring Malaysian hospitality	Completed
10.	Desmond Lee Yun Yik	Developing a structured plan of tourists attraction for Malaysia.	Completed
11.	Nor Ziyana Mohd Sajudin	Developing a conceptual framework of Islamic hospitality in Malaysia.	Completed
12.	Naeimah Md Yahya	Critical success factors in implementing syariah compliant hotel concept in Malaysia	Completed
13.	Nur Amirah Abdul Aziz	A study on factors effecting students' satisfaction towards cafeteria facilities in UUM	Completed
14.	Siti Fairus Abdul Hamid	Increasing awareness on food safety knowledge and hygiene practices among undergraduate students in UUM	Completed
15.	Nor Ammelia Suhada bt Jamaluddin	A study on visitor's motivation to visit: The case of Lost World of Tambun, Perak	Completed
16.	Siti Norsyakirah Ab Razak	The impact of self-service technologies on customer satisfaction in the hotel industry	Completed
17.	Nor Akrimah Yusof	Attraction of Malaysian heritage food, factors that influence the attitude, perception and support among local tourists	Completed
18.	Ng Lay Peng	Assessing the factors effecting students' expectation: The case of D'Hospitality Restaurant	Completed
19.	Tay Yi Min	Exploring the challenges of international students in Universiti Utara Malaysia	Completed
20.	Phua Yee Wah	Students' perception on food quality and satisfaction in UUM: The case of DPP Proton cafeteria	Completed
21.	Nurul Ain Md Salleh	Identifying Service Failures in Hotel Restaurant, A Critical Incident Technique (CIT) Approach: Case Study of Johor Bahru	Completed
22.	Abdul Rauf Rahmat	Identifying Service Failures in Three Star Hotel Establishment: A Critical Incident Technique (CIT) Approach	Completed
23.	Mohamad Amin Haziq Mustapa	Health and Wellness Awareness Among Restaurant Operators	Completed
24.	Noor Fishah Ril Shah Farouk	Identifying the Barriers and Success Factors in Implementing Shariah Compliant Hotel Operations in Malaysia	Completed

25.	Syarifah Hazirah Syed Abdillah	Identifying Service Failures in Restaurants from Customer's Point of View Using Critical Incident Technique Approach: Case Study of Kuala Terengganu	Completed
26.	Ma Wei	The Factors Affecting Customers' Satisfaction of Chinese Restaurants in Malaysia	Completed
27.	Diana Othman	Enhancing the Practical Aspect of Cost Control System Among Bumiputera Entrepreneur	Completed
28.	Noreliayana Mazlihan	A Study of Critical Success Factors of Shariah Compliant Hotel for Small and Medium Hotel	Completed
29.	Yue Yu Ting	Motivation Factors of Chinese Students to Study in Universiti Utara Malaysia	Completed
30.	Siti Aishah Rahmat	Investigating The Factors Influencing The Hoteliers Non-Compliance To Shariah Standard	Completed
31.	Tan Loo Yee	Identifying Customer Perception Towards Service Quality of Self Service Technologies in Hotel Industry	Completed
32.	Tan Zi Xiang	Exploring the Critical Factors of Acceptance on Shariah Compliant Practices in Hotels: The Perception From Non-Muslim Consumers	Completed
33.	Ny Shu May	The Perception of Non-Muslim Hoteliers Towards Shariah Compliant Hotels	Completed
34.	Shajaratulmuttaqin Azizan	Exploring the Critical Factors of Muslim Accommodation Experience Framework	Completed
35.	Wan Nurhidayah Wan Mohammed	Determining The Barriers In Obtaining Halal Certifications In Restaurants In Malaysia	Completed
36.	Teoh Boon Han	Social media Images of Malaysia As a Muslim Friendly Destination	Completed
37.	Nurfarhanah Abdul Kadim	International Muslim Students' Experiences for Hari Raya Aidilfitri Celebration in Malaysia	Completed
38.	Nor Izatu Nordin	Success Factors in Obtaining Halal Certificate for Independent Restaurants in Malaysia	Completed
39.	Tew Kah Ming	Motivation of Self-Travel Among Youths	Completed
40.	Averyl Tony Willibrod	Developing A Proposed Comprehensive Muslim Travel Experience Index (MTEI) In Understanding Muslim Consumers' Needs And Preferences	Completed
41.	Nurdiyana Amirah Sorhana Rosli	Measures Taken by the Hotel Industry due to COVID-19	Completed
42.	Siti Zahirah Binti Azizan	Exploration Of Marketing Communication In Promoting The Restaurant	Completed
43.	Loy Zhao Rong	Social Media Influence And Awareness And Perception Of Consumer On Travel Websites	Completed
44.	Nur Atikah Musa	Exploration Of Culinary Tourism In Malaysia: What Do The International Muslim Travellers Expect	Completed
45.	Siti Noor Fatimah Kholid	Exploring Customers' Expectation And Behaviour Towards Shariah Compliance Spa	Completed
46.	Ong Jia Ying	Vegetarian Customers' Expectation Towards The Restaurants' Products And Services.	Completed

47.	Siti Aisyah Marzuki	Investigating Resident Support on Halal Tourism in Malaysia	Completed
48.	Noor Umairah Rosli	Augmented Reality As a Holistic Application For Heritage Preservation in Melaka	Completed
49.	Chou Jia Yen	Digital Smart System For Restaurant Using The Wireless Technology	Completed
50.	Angela Yam Soke Kwan	The Adoption of Artificial Intelligence in The Hotel Industry	Completed
51.	Nur Farah Diyana Natasya Nasharudin	Exploring the Use of Virtual Reality in Transforming the Tourism and Hospitality Industry in Malaysia	Completed
52.	Siti Nor Adha Binti Alias	Exploring recommendations for favourable service experience based on international Muslim tourists in Malaysia	Completed
53.	Farah Hafizah Binti Abdul Jaid	Advance in technology For Restaurant Management During Endemic in Malaysia	Completed
54.	Nur Syafiqah Syazuanita Binti Ab. Rahim	The Challenges and Effects of Improving Muslim-friendly Tourism in Malaysia	Completed
55.	Phong Kah Yee Alice	The Challenge of Implementing Muslim Friendly Hotel Concept of Profit Gaining and Innovation Services Towards Different Needs of Customers in Malaysia	Completed
56.	Nor Anis Suhaina Binti Apandi	Exploring the Female International Muslim Travellers' Critical Success and Failure Factors in Experiencing Hospitality Services in Malaysia	Completed
57.	Naz Ainul Batrisyia Binti Nazri	Tourists' Perception and Preference For Hotel Service: High Touch vs High Tech	Completed

THESIS SUPERVISION (MASTER BY RESEARCH)

1.	Rohani Md Ali	A Study On The Effectiveness Of The Job Descriptions In Relationship To Productivity Of The Cooks In The Hotel Industry.	Final writing-up (half way stopped studying due to critical illness)
2.	Janaga a/p Seladorai	Investigating the Relationship of Food quality and Food Price Towards International Students's Satisfaction in UUM's Cafeterias	Completed (Viva – April 2016)
3.	Faridulanwar Mahmood	Lost revenue avoidance in 4 and 5 stars hotels in Malaysia.	On-going (half way stopped studying due to personal reasons)
4.	Puvana d/o Ulaganathan	Developing a Framework of Resident Support For Halal Tourism Sustainability: Post COVID-19 Dilemma	Completed 2023

THESIS SUPERVISION (PhD)

1.	Ketwadee Madden	Investigating current issues on pre visit image and post visit image and how these influence visit experience and future tourist behavior.	Graduated (2017)
2.	Mohammad Abdur Rahman	Relationship between leadership and job satisfaction and organisational citizenship behaviour moderated by gender of the hotel employees in Bangladesh.	On-going. Terminated in 2018. Due to personal factors.
3.	Ladi Muazu	Tourism And Hospitality , Evaluation Of Informac Service In Tourism And Hospitality Industries	Graduated (2018)
4.	Roshita Abdul Razak	Development of Hospitality Graduates' Competency Indicators: The Case of Malaysia Higher Education Institutions	Graduated (2020)
5.	Mohd Hyrul Abu Karim	Reforming Hospitality Education Through Modular Training Program to Produce Young Excellent Hoteliers: A Case Study of Community Colleges of Malaysia	Graduated (2023)
6.	Nor Rabiatal Adawiyah bt Nor Azam	The Influence of Environmental Concern, Perceived Price and Value Dimensions on the Customers' Intention to Revisit Green Resorts	Graduated (2019)
7.	Mohamad Karaki	The Success Factors Behind the Domestication of Lebanese Cuisine into the Western Australian Local Cuisine	Withdraw
8.	Nurashikin Binti A Ridzuan	The Effects of Digital Storytelling in the Development of Awareness Towards Malay Food Heritage Among Generation Z	Preparing for Proposal Defense
9.	Trias Septyoari Putranto	Factors Affecting International Tourists Experience Of Dining Indonesian Food	Preparing for final thesis draft
10.	Siti Nurbaizura Kamaruddin	Halal Tourism in Malaysia: Understanding The Challenges on Muslim Women Travellers Through Faith Based Service Needs	Preparing For Proposal Defense

ACADEMIC RECOGNITION AND SCHOLARSHIP

No.	List of Activities
1.	Trainer for Hospitality Service Delivery Programme for Homestay Operators, organized by the Ministry of Agriculture and Penang Homestay Association, Malaysia (Dec 2010 & July 2011) Participants – Homestay operators across Penang
2.	Speaker for Research Method Course, organised by University Teaching and Learning (UTLC), UUM (Topic: Managing doctoral studies - 6 April 2011) Participants – UUM staff pursuing their PhD studies

3.	Panel examiner for pre-viva session in the 2nd Graduate Colloquium organised by College of Arts and Sciences, UUM (4 April 2011)
4.	Member of Research Committee, CAS
5.	Member of Postgraduate Examiner, COLGIS (Aug. 2011 – Aug. 2012)
6.	Panel member of Monitoring Staf Under Study Leave Workshop (university level)
7.	Panel examiner for PhD Proposal Presentation (Staf – Jasmine Zea Raziah Radha Rashid Radha)
8.	Panel examiner for final research report "Development of Standard Tool to Measure Community's Attitudes Towards Tourism Impact in Malaysia" – University grant 2011
9.	Panel examiner for Confirmation Purposes – Dr Rozila Ahmad "The Impact of Compensation System and Fringe Benefit on Hotel managers' Organisational Commitment" 2011
10.	Chairperson for PhD Proposal Defense – Omar Abdella Ahmad Alananzeh
11.	Panel examiner for Masters thesis defense – Miss Aliyu Bukola (2011)
12.	Peer reviewer for the Tourism and Hospitality International Conference (THIC) proceedings, organised by School of Tourism, Hospitality and Environmental Management, UUM (23-24 November 2012)
13.	Session chair for Tourism and Hospitality International Conference (THIC) concurrent sessions, organised by School of Tourism, Hospitality and Environmental Management, UUM (23-24 November 2012)
14.	External examination moderator for INTI College, Subang - Diploma in Hotel Management (2012 – 2016)
15.	Journal reviewer for Annals of Tourism Research (2012 - current)
16.	Journal reviewer for Tourism and Hospitality Research (2013 - current)
17.	Book reviewer for UUM Press – "Homestay Programme as a Malaysian Tourism Product" by Kalsom Kayat
18.	Internal examiner for Viva Voce MSc Tourism Management (by research) – Mohd Fiteri Abdullah, July 2013
19.	Panel reviewer for MSc Tourism Management (by research) colloquium – Sharon Jong Hui Lan (June 2013)
20.	Panel reviewer for MSc Tourism Management (by research) proposal defense – Sharon Jong Hui Lan (Oct 2013)
21.	Panel reviewer for MSc Tourism Management (by research) proposal defense – Muharis Mohamed (January 2012)
22.	Panel reviewer for MSc Tourism Management (by research) colloquium – Abdul Alem Mohamed (2012)
23.	Panel reviewer for PhD Tourism & Hospitality Management colloquium – Lim Pek Hua (2011)
24.	Chairperson for PhD Pre-viva Md Abdul Hai (March 2013)
25.	External examiner for KDU College, Penang (2014 – current)
26.	Panel reviewer for postgraduate colloquium (Intan Safina Suid) (Dec 2014)
27.	Paper reviewer for Tourism and Hospitality Research Journal (2014)
28.	External examiner Damansara Utama College (KDU) Penang Campus – Diploma of Hospitality Management (2014 – on going)
29.	External examiner for Tunku Abdul Rahman University College (TARC) – Bachelor of Hospitality and Catering Management (2014 – current)
30.	External Examiner MSc Thesis – Fatmawati Abdul Patah (2009760229), on 12 February 2016, UiTM Shah Alam
31.	Internal Examiner MSc Thesis – Sharon Jong Ying Hui (810042) on 20 March 2016, UUM Sintok
32.	Session Chair for 3rd International Conference on Business, Sciences and Technology 2016, Ho Chi Minh Vietnam (19-20 April 2016)

33.	Panel Reviewer for PhD Proposal Defense – Chao Jing Jing (96134), 6 April 2016, UUM Sintok Kedah
34.	Panel reviewer for Case Study Grant (Leader: Dr Jasmine Raziah Radha Rashid Radha) – UUM Sintok Kedah (29 March 2016)
35.	Guest speaker for Kolej Universiti Tunku Abdul Rahman, Perak Campus, Malaysia (2017-2020)
36.	Panel examiner for proposal defense session – Ms Pang Shin Yun (818447), 22 November 2016
37.	Paper reviewer for 3rd International Halal Conference, organised by UiTM Shah Alam, 2016
38.	Editorial Board/Reviewer for Journal of Tourism, Hospitality and Environmental Management (JTHERM) 2017 on-going
39.	Manuscript reviewer for Universiti Malaysia Kelantan (UMK) Press. Manuscript title “ <i>Managing Costs in Restaurant Businesses</i> ” 2017
40.	Guest speaker for Kolej Universiti Tunku Abdul Rahman, Perak Campus (January 2018)
41.	Guest speaker for Kolej Universiti Tunku Abdul Rahman, Perak Campus (6 January 2019 - 2020)
42.	Coordinator for UUM-International Innovative College (2017-ongoing)
43.	Editorial Board/Reviewer for Journal of Entrepreneurship and Management (JTHERM) 2017 on-going
44.	Guest Speaker and Trainer for the Datai Investing in People Executive Programme (The Datai Langkawi) 2020
45.	Guest Speaker for Postgraduate Survival Workshop Series 2017 - 2018
46.	Mentor for PGHELD Programme UUM 2018
47.	Practicum Supervisors - ongoing
48.	Internal Examiner for Viva (Masters) – Nur Shafiqah Abdul Ghani (820440) April 2019
49.	Reviewer for Journal of Business Management and Accounting (JBMA)
50.	Reviewer for Annals of Tourism Research (January 2019)
51.	Technical reviewer for International Conference on Hospitality, Wellness and Tourism (HOWELT 2019)
52.	Reviewer for Tourism and Hospitality Research – January 2019
53.	Internal Panel for PhD Proposal Defense – Han Chao (902564)
54.	Internal Panel for Master Proposal Defense – Muhd Aminuddin Azizan (824322)
55.	Internal Examiner for Viva (PhD) – Chao JingJing (961934) July 2019
56.	Trainer for Enhancing Customer Service Programme (January 2018)
57.	Fellow Resercher for Langkawi International Research Centre for Tourism & Hospitality (LITH) UUM (2018 – ongoing)
58.	Fellow Resercher for Institute of Halal Management UUM (2019 – 2020)
59.	Chairperson for Proposal Defense session for Atchariya Thumpanit (902083), February 2020 Chairperson for Viva Voce session for Wu bai Jun (PhD), February 2020
60.	Reviewer for FRGS Grant School level 2020
61.	Senior Technical Editor for International Journal of Entrepreneurship and Management Practices (IJEMP) - eISSN: 2600-8750 (01/02/2018 to 31/01/2021)
62.	Editorial Board for International Journal of Entrepreneurship and Management Practices (IJEMP) - eISSN: 2600-8750 (01/02/2018 to 31/01/2021)
63.	Reviewer for Conference Paper Proceedings STHM 2020
64.	FRGS Panel Evaluator UUM Level 2020-2021
65.	Reviewer for Special Issue of Pertanika Journal of Social Sciences and Humanities (2020)
66.	Reviewer for Colloquim Session , Steven Alan Thielke (Master) , July 2020
67.	Reviewer for Colloquim Session , Rachel Diah Wastti (PhD), July 2020
68.	Internal examiner for Pang Shin Yun (Master) Viva – April 2020
69.	Internal examiner for Han Chao (PhD) Viva – July 2020

70.	Policy Paper writer “Kertas Polisi Kerangka Dasar dalam Melestarikan Industri Penginapan Mesra Muslim di Malaysia”, published 2020
71.	Scientific Committee for 2nd Global Tourism Conference (GTC2021), organised by UMT Terengganu
72.	External examiner for PhD Viva Voce (Cyril Ravindran Peters), AEUniversity, February 2021 (online webex)
73.	Policy paper writer “Dasar Pelancongan Pasca COVID-19 di Malaysia: Pelaksanaan <i>e-green</i> Counter di Premis Penginapan”
74.	Chairperson for PhD Proposal Defense – Wang Zhimin (904003) on 18 November 2021
75.	Chairperson for MSc Proposal Defense – Ali Hassan Ali Alsemi (825537) 29 April 2021
76.	Reviewer for conference papers 2021
77.	Reviewer for KPT Grant FRGS 2021 University and School level
78.	Interview Committee for Hadiah Latihan Persekutuan (HLP) under MOHE for Hospitality and Tourism Sector 2021
79.	Programme Academic Advisor for Master in Hospitality Management Programme for Tunku Abdul Rahman University College, Subang (2015-2021)
80.	Consultant for NCIA Project (2020 -2021) – The Impact of COVID19 on Business and Hosueholds in the Northern Area of Malaysia (Grant RM500,00.00)
81.	Keynote Speaker for International Seminar on Halal Tourism and Hospitality (ISHTH) 2022, by Sultan Sharif Ali Islamic University, Brunei.
82.	Interview Committee for Hadiah Latihan Persekutuan (HLP) under MOHE for Hospitality and Tourism Sector 2022