



SALAMIAH A. JAMAL, PhD

D.O.B.: 17 March 1974

Associate Professor
Faculty of Hotel & Tourism Management
Universiti Teknologi MARA
Kampus Puncak Alam, 42300 Selangor,
MALAYSIA

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Citations 275, h-index 7, i10-index 5

<https://scholar.google.com/citations?user=6vF4py0AAAAJ>

ACADEMIC QUALIFICATION

PhD (Hospitality & Tourism Management) Universiti Teknologi MARA Malaysia	2011
Master of Business Administration Universiti Teknologi MARA Malaysia	2000
BA (Hons) Accounting & Management Control Sheffield Hallam University, United Kingdom	1997

WORKING EXPERIENCE

Organisation 1:

Universiti Teknologi MARA (UiTM) Malaysia

Leadership experience:

Chairman of MOOC, Faculty of Hotel & Tourism Management	Jan 2017 - present
Coordinator eLearning	2017 - 2018
Head Centre of Hotel Management	2014 – 2015
Project Leader, Knowledge Transfer Programme	2012 – 2014
Project Leader, Excellent Fund (Research Intensive Faculty)	2012 – 2014
Project Leader, Academic Chair	Nov 2011 - 2013
Head of Consultancy, Hospitality & Tourism Centre of Excellence	Nov 2011 - 2013

Academia:

Associate Professor	May 2016 – present
Senior Lecturer	Dec 2008 - 2016
Lecturer	Apr 2002 - 2008
Resource Person (Hospitality Managerial Accounting)	2012 - present
Coordinator for Hotel Management, Postgraduate Department, Faculty of Hotel & Tourism Management	2012 - 2014
Board of Curriculum Review	2011 - present
Board of New Programme	2011 - present
Panel Assessor (MSc Proposals and Progress Report)	2011 - present
Panel Assessor (PhD Proposals and Progress Report)	2011 - present
PhD Students' Supervision	2011 - present
MSc Students' Supervision	2004 - present

Organisation 2:

Mantissa College, Jalan Tun Mohd Fuad 3, Taman Tun Dr. Ismail, 60000 Kuala Lumpur

Academia:

Lecturer	Jan 2000 - 2002
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Organisation 3:

IJM Corporation Berhad, Jalan Yong Shook Lin, 46050 Petaling Jaya, Selangor

Accounting Practice:

Account Executive	Nov 1997 - 1999
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RESEARCH / TEACHING AREAS

Taught courses and conducted researches in the area of:

- Hospitality Consumer Behaviour
- Hospitality Research Method
- Hospitality Service Management
- Hospitality Human Resource Management
- Hospitality Marketing
- Hospitality Managerial Accounting
- Hospitality Financial Management
- Community-based Tourism
- Sustainable Tourism
- Adventure Tourism
- Financial Management and Analysis for Hospitality & Tourism

PUBLICATIONS

Refereed Journals

(2007 - 2019)

- (2019) **Jamal, S.A.**, Aminudin, N. & Kausar, D.R. (2019), Family adventure tourism motives and decision-making: A case of whitewater rafting, *Journal of Outdoor Recreation and Tourism*, Vol.25 (2019), 10-15.
- (2018) Aminudin, N., Kamal, A.S., **Jamal, S.A.** & Anuar, F.I. (2018), Exploring Luxury Travel from the perspective of ancillary services supplier: High-End vehicles and limousine service, *International Journal of Supply Chain Management*, Vol.25 (2019), 10-15.
- (2018) Razli, I.A., **Jamal, S.A.** & Zahari, M.S.M. (2018), Validating the Measuring Instrument for Validating the Measuring Instrument for Determinants of Guest Perceived Value in Peer-to Peer Accommodation in Malaysia: A Pilot Study,

- International Journal of Academic Research in Business and Social Sciences*, Vol. 8 (15), 277-285.
- (2018) Kamdi, N., **Jamal, S.A.** & Anuar, F.I. (2018), A Review of Value Dimensions in Tourism Service Oriented Field via Paradigm Funnel, *Journal of Fundamental and Applied Sciences*, Vol.10 (6S), 1206-1228.
- (2018) **Jamal, S.A.**, Razli, I.A. & Zahari, M.S.M. (2018), Guests Motives for Participation in Peer to Peer Accommodation: Evidence from Malaysia, *Journal of Fundamental and Applied Sciences*, Vol.10 (6S), 1192-1205.
- (2018) Yusoff, N.M., Sumarjan, N., Zamri, M.T., **Jamal, S.A.** & Chik, C.T. (2018), Conceptualization of Senior Living Community in Malaysia, *Advanced Science Letters*, Vol.24 (1), 375-377.
- (2018) **Jamal, S.A.**, Aminudin, N., Sumarjan, N. & Chik, C.T. (2018), Idiosyncratic Identity for Homestay Tourism in Malaysia: Importance, Benefits and Challenges, *Journal of Fundamental and Applied Sciences*, Vol.10 (2S), 524-539.
- (2017) Razli, I.A., **Jamal, S.A.** & Zahari, M.S.M. (2017), Airbnb: An Overview of a New Platform for Peer to Peer Accommodation in Malaysia, *Advanced Science Letters*, Vol.23 (8), 7829–7832.
- (2017) Hamid, R., **Jamal, S.A.**, Sumarjan, N. & Ong, M.H.A. (2017), Perceived Value and Behavioral Intentions Relationship: A Test of Mediation Model in Malaysian Green Hotels, *Advanced Science Letters*, Vol.23 (8), 7359–7362.
- (2017) Razli, I.A., **Jamal, S.A.** & Zahari, M.S.M. (2017), Perceived value in peer-to-peer (P2P) accommodation: A case of Airbnb, *Journal of Tourism, Hospitality and Culinary Arts*, Vol.9 (2), 213-224.
- (2017) Othman, N. & **Jamal, S.A.** (2017), Innovative System Indicators for Islamic Tourism Using C-PEST Factors, *Journal of Tourism & Hospitality*, Vol. 6 (4), 1-6.
- (2017) **Jamal, S.A.**, Aminudin, N. & Rahman, N.A. (2017), Visitors' Experiences of Cluster Developments at Theme Parks in Malaysia, *Asian Social Science*, Vol.13 (8), 41-48.
- (2016) Taher, S.H.M., **Jamal, S.A.**, Sumarjan, N. & Aminudin, N. (2016), Examining the Structural Relations Among Hikers Assessment of Pull-Factors, Satisfaction and Revisit Intentions: The case of mountain tourism in Malaysia, *Journal of Outdoor Recreation and Tourism*, Vol.12, 82-88.
- (2014) Hamid, R., **Jamal, S.A.** & Sumarjan, N. (2014), A Conceptual Study of Perceived Value and Behavioral Intentions in Green Hotels, *Australian Journal of Basic and Applied Sciences*, Vol.8 (5), 254-259.
- (2011) **Jamal, S.A.**, Othman, N. & Muhammad, N.M.N. (2011), The moderating influence of psychographics in homestay tourism in Malaysia, *Journal of Travel & Tourism Marketing*, Vol.28, 48-61.
- (2011) **Jamal, S.A.**, Othman, N. & Muhammad, N.M.N. (2011), Tourist perceived value in a community-based homestay visit: An investigation into the functional and experiential aspect of value, *Journal of Vacation Marketing*, Vol.17 (1), 5-15.
- (2011) N. Muhammad & **Jamal, S.A.** (2011), Structural equation modeling of an integrated information processing and decision making, *Elixir Management*, Vol. 33(2011), 2282-2286.
- (2009) **Jamal, S.A.**, Othman, N. & Muhammad, N.M.N. An Investigation into the perceived value of visitors engaging in Malaysian homestay tourism, *Journal of Hospitality & Tourism*, Vol.7 (2), 97-118.
- (2007) **Jamal, S.A.**, Sumarjan, N. & Chik, C.T. (2007), The introductory accounting course for hospitality students: A relationship between perceptions and examination performance, *The International Journal of Learning*, Vol.14 (7), 99-104.

Books / Monographs

(2006 - 2019)

- (2016) Othman, N & **Jamal, S.A** (2016), Innovative system indicators for Islamic tourism using C-PEST factors. In Kozak, M. & Kozak, N. (Ed.), *Destination Marketing: An International Perspective*, pp.164-173. London: Routledge.
- (2015) Chik, C.T., Bachok, S., **Jamal, S.A**, Sumarjan, N., Abdullah, R.P.S. & Hemdi, M.A. (2015), *Manual Penyediaan Produk Bakeri*, Q Smart Training & Consultation.
- (2014) **Jamal, S.A.**, Chik, C.T., Sumarjan, N., Aminudin, N. & Othman, N. (2014), *Program Pemindahan Ilmu: Kolaborasi Universiti dan Industri UiTM-Homestay Lonek*, Q Smart Training & Consultation.
- (2014) **Jamal, S.A.**, Chik, C.T., Sumarjan, N., Aminudin, N. & Othman, N. (2014), *Program Pemindahan Ilmu: Kolaborasi Universiti dan Industri UiTM-Homestay Sri Tanjung*, Q Smart Training & Consultation.
- (2012) See, T.P., Aminudin, N., **Jamal, S.A** & Adanan, A. (2012), *MM2H Malaysia my second home programme: Experiences from Malaysia my second home participation*, UiTM Press.
- (2012) **Jamal, S.A** (2012), *The progress of community-based homestay tourism in Malaysia*, UiTM Press.
- (2008) Aminudin, N. & **Jamal, S.A** (2008), *Selangor Homestay: Uniqueness and experiences*, UPENA.
- (2006) Aminudin, N. & **Jamal, S.A** (2006), *Homestay Selangor: Keunikan dan pengalaman pengusaha*, UPENA.

Selected Proceedings / Conferences

(2008 - 2019)

- Rahman, N.A. & **Jamal, S.A** (2016), Theme park cluster development: A preliminary study from visitors' perspective, Social Sciences Postgraduate International Seminar (SSPIS 2016), Malaysia, 15th Dec, Page 273-279.
- Ghapar, A.A., Othman, N. & **Jamal, S.A** (2016), The relationship between knowledge on economic risks and homestay operators preparedness, 2016 3rd International Hospitality & Tourism Conference (IHTC 2016) and 2nd International Seminar on Tourism (ISOT 2016) Bandung, Indonesia, 10-12th Oct, Page 161-166.
- Hamid, R., **Jamal, S.A.**, Sumarjan, N. & Ong, M.H.A. (2016), Perceived value antecedents and guest satisfaction in Malaysian green hotels, 2016 3rd International Hospitality & Tourism Conference (IHTC 2016) and 2nd International Seminar on Tourism (ISOT 2016) Bandung, Indonesia, 10-12th Oct, Page 595-600.
- Kamdi, N, Hassan, N. & **Jamal, S.A** (2016), A conceptual review of edutourism in Malaysia: Understanding the research trend, 2016 3rd International Hospitality & Tourism Conference (IHTC 2016) and 2nd International Seminar on Tourism (ISOT 2016) Bandung, Indonesia, 10-12th Oct, Page 411-414.
- Ghapar, A.A., Othman, N. & **Jamal, S.A** (2016), Government Support towards Community Resilience in Homestay Business, 2016 The International Geographical Union Pre-Congress Symposium Nanjing, China, 15-18th Aug, Page 96.
- Tarmudi, S., Othman, N. & **Jamal, S.A.**, Razak, Bakhtiar, M.F.S. & I.R.A. (2015), Corporate Sponsorship for Sports Events in Malaysia, 2015 International Conference on Business, Management, Tourism and Hospitality (BIZMATOUR 2015), Malaysia, 12-14th May, Page 1-5.
- Husain, Z. & **Jamal, S.A** (2015), Syariah spa tourism in Malaysia: Some preliminary facets, Hospitality and Tourism Conference (HTC 2015), Malaysia, 2-3rd Nov, Page 16-164.
- Ibrahim, A. & **Jamal, S.A** (2015), Exploring the awareness of local non-Muslim guest towards Syariah compliant: A Case Study in Grand Blue Wave Shah Alam, Hospitality and Tourism Conference (HTC 2015), Malaysia, 2-3rd Nov, Page 349-353.
- Othman, N. & **Jamal, S.A** (2014), Social Cultural Innovative System Indicators for Islamic Tourism, International Halal Conference 2014 (INHAC 2014), Malaysia, 17-18th Nov, Page 363-366.

- Taher, S.H., **Jamal, S.A.**, Sumarjan, N. (2014), A survey of hikers characteristics at prominent mountains in Malaysia, 2nd International Hospitality & Tourism Conference (IHTC 2014), Malaysia, 2-4th Sept, Page 213-216.
- Sabaruddin, S.A., Abdullah, N.H., **Jamal, S.A.**, Tarmudi, S. (2014), Exploring the accessibility and content quality of the Go2Homestay website, 2nd International Hospitality & Tourism Conference (IHTC 2014), Malaysia, 2-4th Sept, Page 327-330.
- Jamal, S.A.**, Kamaruddin, N., Aliyas, S. & Hashim, N.A.A. (2013), The level of youth tourist satisfaction towards domestic tourism product, The International Hospitality and Tourism Postgraduate Conference (IHTPC 2013), Malaysia, 2-3rd Sept, Page 375.
- Kassim, E.R., **Jamal, S.A.**, Ahmad, M.F. & Darson, M.D. (2013), Tourist perception on island tourism: A case of Tunku Abdul Rahman marine parks, The International Hospitality and Tourism Postgraduate Conference (IHTPC 2013), Malaysia, 2-3rd Sept, Page 171-174.
- Zulkharnain A. & **Jamal, S.A.** (2012), Muslim guest perception of value towards *Syariah* concept hotel, International Hospitality and Tourism Conference (IHTC 2012), Malaysia, 3-5th Sept, Page 70.
- Sabaruddin, S.A., Abdullah, N.H. & **Jamal, S.A.** (2012), An evaluation of the homestay tourism website in promoting heritage attractions in Malaysia, 1st Melaka International Heritage International Conference 2012 & 5th Tourism Outlook 2012, Malaysia, 26-28th June, Page 31-37.
- Kimjun, M. & **Jamal, S.A.** (2012), Visitors profile at heritage tourism destinations in Malaysia according to Plog's psychographic", 1st Melaka International Heritage International Conference 2012 & 5th Tourism Outlook 2012, Malaysia, 26-28th June, Page 134-139.
- Taher, S.M. & **Jamal, S.A.** (2012), Determinants of mountaineers' decision to climb: An innovative marketing for mountaineering tourism, International Conference on Innovation, Management & Technology Research (ICIMTR 2012), Malaysia, 21-22nd May, Page 70.
- Jamal, S.A.**, Othman, N. & Muhammad, N.M.N. (2011), The creative tourism of Malaysian Homestay: An analysis of experiences and word of mouth, TTRA Europe & AFM 2011 Conference, César Ritz College, Switzerland, 11-13th Apr, Page 1-14.
- Jamal, S.A.**, Othman, N. & Muhammad, N.M.N. (2010), The role of value in community-based tourism: Evidence from five homestay villages, 4th Tourism Outlook & 3rd ITSA Conference, Univesiti Teknologi MARA, Malaysia, 1-3rd Dec, Page 231-256.
- Jamal, S.A.**, Othman, N. & Muhammad, N.M.N (2010), Homestay tourism, psychographics and segmentation in Malaysia, 1st International Conference on Innovative Marketing and Management (ICIMM 2010), Phuket Rajabhat University, Thailand, 12-14th July, Page 155-162.
- Jamal, S.A.** & Othman, N. (2009), Consumer perceived value: A multiple item scale in community-based homestay tourism, 3rd Advances in Tourism Marketing Conference, Bournemouth University, United Kingdom, 6-9th Sept, Page 1-17.
- Jamal, S.A.**, Othman, N. & Muhammad, N.M.N (2008), Community-based tourism: Behavioural intentions in homestay Malaysia, ECER Regional Conference 2008, Universiti Teknologi MARA Kelantan, Malaysia, 15-17th Dec, Page 725-740.
- Jamal, S.A.** & Othman, N. (2008), Community-based tourism: Consumer behavior in homestay Malaysia, The 4th World Conference for Graduate Research in Tourism, Hospitality and Leisure, Antalya, Turkey, 22-27th Apr, Page 784 – 785.

FUNDED RESEARCH GRANTS

Completed Research

- | | |
|-----------|--|
| 2015-2016 | Consolidating agritourism through legal & policy framework and education in Cambodia |
| RM85,000 | (International Grant) |
| 2014-2016 | Sustainability tourism research group |
| RM20,000 | (University Grant) |

2013-2015 RM94,997	Cultivating disable person in welfare institutions with entrepreneurial skills and "know how" on baking knowledge (National ,Knowledge Transfer Programme Grant, KTP)
2012-2014 RM120,000	A generation of idiosyncratic homestay identity and income through formulating products using available resources (National ,Knowledge Transfer Programme Grant, KTP)
2012-2014 RM50,000	Innovative system indicators for Islamic tourism using C-PEST factors (National , Exploratory Research Grant Scheme, ERGS)
2012-2014 RM20,000	Assessing the mountain hikers' decision to hike: a case of mountain tourism in Malaysia (University Grant)
2008-2010 RM51,510	Perception of foreigners towards the Malaysia my second home (MM2H) programme (University Grant)
2004-2006 RM14,750	Introductory accounting course for hospitality students: A relationship between perceptions and examination performance (University Grant)

Ongoing Research

2018-2020 RM10,000	The Influence of Travelers' Awareness of GST on Spending Behavior (University Grant, DUCS)
2017-2019 RM10,000	Developing an Equilibrium Model for Peer to Peer (P2P) Accommodation (Airbnb) in Malaysia (University Grant, LESTARI)
2017-2019 RM10,000	Meeting the Demand of High-End Tourists: Exploring the Supply Gap of Luxury Car Rental (University Grant, LESTARI)
2016-2017 RM24,318	Semi-automated sheeting and dough extrusion machine for bread products (National , Public-Private Research Network Grant, PPRN)
2016-2018 RM58,200	Profiling the Expectation of Family-Friendly Environment in Senior Living Community (National , Fundamental Research Grant Scheme, FRGS)
2015-2016 RM5,000	Multi-layered model for teaching the complexity of law to non-law students (University Grant)

POSTGRADUATE SUPERVISION

PhD Student (Completed)

- Rasidah Hamid, 2012/2017
Research Area: Value Perception of Green Hotel
- Ammar Ghafar, 2013/2017
Research Area: Vulnerability and Risk Preparedness in Homestay Tourism

PhD Student (On-going)

- Izyanti Awang Razli, 2017/2019
Research Area: Value Perception in Airbnb Industry in Malaysia
- Nornajiha Kamdi, 2016/2018
Research Area: Value Perception in Edutourism

MSc Student (Completed)

- Nur Juliana Mansor, 2018/2019
Research Area: Students perception towards Massive Open Online Courses
- Abdol Hakim Abdol Rahman, 2016/2017
Research Area: Best Practice in Homestay Tourism
- Norliza Abdul Rahman, 2016/2017

- Research Area: Cluster Development in Malaysian Theme Park
- Nor Mastura Othman, 2015/2016
Research Area: Community Attitude towards Coastal Development
- Azmira Zulkharnain, 2012/2013
Research Area: Muslim Perception of Value towards Syariah Compliant Hotel
- Siti Hajar Mohamed Taher, 2011/2012
Research Area: Mountaineering Tourism in Malaysia: Determinants of Mountaineers' Intention to Repeat Hiking
- Mariana Kimjum, 2011/2012
Research Area: Psychographic Segmentation of Heritage Tourist in Malaysia
- Muhammad Arif Nasir, 2011/2012
Research Area: Residents Attitudes towards Tourism Development in Banda Hilir, Malaka
- Surya Ayu Sabaruddin, 2011/2012
Research Area: An evaluation of the Homestay Tourism Website: Attributes and Effectiveness Relationship

MSc Student (On-going)

- Nabilah Izdihar Abdul Hadi, 2017/2018
Research Area: In Review
- Syed Hasif Syed Mohamad Khairizam, 2016/2017
Research Area: Customer brand Image in Hotel Industry

SOCIETAL INVOLVEMENT

Professional Body

- Deputy Treasurer (2018-present) of the Tourism Educators Association of Malaysia (TEAM)
- Exco (2018-present) of *Persatuan Akademik Universiti Teknologi MARA (UTiMAS)*
- Member (2012-present) of the Malaysian Invention And Design Society (MINDS)
- Member (2012-present) of the IEEE Education Society (E-025)
- Member (2011-present) of the AKEPT Young Researchers Circle (AYRC)

SPECIAL INVITATIONS / APPOINTMENTS / EXPERTISE CONTRIBUTION

International

- International Panel of Judges: 29th International Invention, Innovation & Technology Exhibition (ITEX 2018)
- International Panel of Judges: 28th International Invention, Innovation & Technology Exhibition (ITEX 2017)
- International Panel of Judges: 27th International Invention, Innovation & Technology Exhibition (ITEX 2016)
- Moderator for International Hospitality & Tourism Conference IHTC 2012 (3rd-5th Sept 2012)
- Moderator for 1st Melaka International Heritage International Conference 2012 & 5th Tourism Outlook 2012 (26-28th June 2012)
- International Panel of Judges: 23rd International Invention, Innovation & Technology Exhibition (ITEX 2012)
- Panel Speaker for Third Country Seminar on Community Based Tourism 2012, Islamic Tourism Centre (20-29th Mar 2012)
- Panel Speaker for International Homestay Seminar 2011, Melaka State Government in collaboration with Ministry of Tourism and Homestay Association (11-14th Dec 2011)
- Moderator for the International Seminar and MTCP Training Course on Community-based Tourism, Islamic Tourism Centre in collaboration with Economic Planning Unit (4th-15th Aug 2009)

National

- Panel Interviewer for *Program Biasiswa Kementerian Pendidikan Malaysia* (16 Jul 2018)
- External Examiner for Diploma in Hotel Management, Taylor's University (May 2018 – May 2020)
- Academic Council Member, Business Events - Malaysia Convention & Exhibition Bureau, MyCEB (Apr – Dec, 2018)
- PhD External Examiner, Ann Selvaranee Balasingam, Universiti Putra Malaysia, 2018
- Technical Committee Delegation in Tourism and Related Services for the Preparation of National Standard, SIRIM Berhad (Sept, 2016 - present)
- Curriculum Advisor for Diploma in Hotel & Catering, Lincoln University College (2016-present)
- Moderator for Food and Beverage Cost Control Module, Open University Malaysia (May 2007)
- Invited Speaker for Homestay Management Programme - Cost Control Module, Institute for Rural Advancement INFRA (2007)
- Invited Speaker for Homestay Management Programme – Accounting Module, Institute for Rural Advancement INFRA (23rd-26th Nov 2004)

University

- Panel Evaluator for Knowledge Transfer Programme Grant (ICAEN, UiTM, Feb 2019)
- Panel Evaluator for Universiti Teknologi MARA Deemed Accredited Programs, 2018
- Chairman, Postgraduate Viva, Norizzati Mohd Idris, Faculty of Sports Science & Recreation, Universiti Teknologi MARA, 2018
- Chairman, Curriculum Review for Hotel Department, Faculty of Hotel and Tourism Management (2016-2018)
- Panel Evaluator for Knowledge Transfer Programme Grant (ICAN, UiTM, Oct 2016)
- Chairman, Postgraduate Viva, Nasiha Alwani Azmi, Universiti Teknologi MARA, 2016
- PhD Internal Examiner, Zurena Shahril, Universiti Teknologi MARA, 2016
- Panel Referrer for Knowledge Transfer Programme Workshop (Industry, Community and Alumni Network, UiTM, 31 Jul & 2 Aug 2012)
- Panel Evaluator for Exploratory Research Grant Scheme PHASE 1/2012 (Research Management Institute RMI, UiTM, 22-24 Feb 2012)
- Panel Evaluator for Fundamental Research Grant Scheme PHASE 1/2012 (Research Management Institute RMI, UiTM, 2-3 Feb 2012)
- Panel Evaluator for Knowledge Transfer Programme Grant (Industry, Community and Alumni Network, UiTM, 5-31 Jan 2012)
- Auditor ISO 9001:2000 for the faculty (2006-2007)
- Internal Auditor for the faculty (2004-2005)

Paper Reviewer (National/International Journals)

- Journal of Islamic Marketing 2019 – Organic Food Purchase Intention: The Influence of Religion on Consumers' Decisions.
- International Journal of Business and Globalisation 2019 - The Level of Community Participation in Developing Tourism Sustainability: Impact of Locals' Perception and Opportunity
- Tourism Management 2018 JTMA-D-18-00099R1 - The Outcome of Greenwashing in Hotels: A Structural Model of Trust and Behavioral Intentions)
- Academic Journal of Business and Social Sciences Vol. 2 (1) 2018 - Community Awareness on Mangrove Forest at Taman Alam Kuala Selangor.
- Jurnal Akademik Esteem Vol.12 (2) 2016 - Challenges in Teaching Hospitality and Law Subject to Non-law Students: A Case Study of Hotel Management and Tourism Students.
- Tourism Management 2016 - Towards a Classification of the Muslim Family Tourist.
- Tourism Management 2012 - Marketing mix and other business practices for coping with crime-related insecurity perception: A study in the lodging sector.

Paper Reviewer (National/International Conferences)

- 2nd International Conference on Multidisciplinary Research 2019 (InCoMR2019)
- International Conference on Art, Business, Education and Social Sciences (ABESS 2017)
- 3rd International *Halal* Conference 2012 (INHAC 2016)
- International *Halal* Conference 2012 (INHAC 2012)
- International Hospitality and Tourism Conference 2012 (IHTC 2012)
- 1st Melaka International Heritage International Conference 2012 & 5th Tourism Outlook 2012
- IEEE International Conference on Innovation, Management and Technology Research 2012 (ICIMTR 2012)

CONSULTATION

- Kolej Antarabangsa Unifield: Pakar Modul Sistem Fidelio, 2015-2016 (Trainer)
- Caprice Group of Turkey: Technical Advisory Council of Caprice Crescent International Standard, Jun-Dec 2012 (Consultant)
- Malaysian Association of Tour and Travel Agents: Training Course for Travel Consultants, Jan-Jul 2012 (Consultant)
- JKKK Kampung Batu 21, Sungai Lui: Study on the Potential of Sungai Lui & Kampung Jawa as a Community-based Tourism Destination, 2012-2014 (Consultant)

CONFERENCE ORGANISER / CHAIR PERSON / COMMITTEE

- 11th Tourism Outlook Conference 2018, 3-5th October 2018, Eskişehir, Turkey (Committee)
- Hospitality and Tourism Conference (HTC 2015), 2-3rd November 2015, Melaka, Malaysia (Chief Editor)
- International Hospitality and Tourism Conference (IHTC 2012), 4-6th September 2012, Kuala Lumpur, Malaysia (Secretariat)
- 1st Melaka International Heritage International Conference 2012 & 5th Tourism Outlook 2012, 26-28th June 2012, Melaka, Malaysia (Technical Paper)
- Colloquium: Sharing Experiences towards Championing Hospitality & Tourism Research, March 2011, Shah Alam, Malaysia (Secretary)
- A seminar on Lifelong Learning And Certified Learner Autonomy (CLAC), 2008, Institute of Quality & Knowledge Advancement (InQKA), Universiti Teknologi MARA Malaysia (Committee)
- 3rd Tourism Outlook Conference, 2007, Universiti Teknologi MARA Malaysia & the University of Queensland Australia (Treasurer)
- Hospitality Forum, 2007, Universiti Teknologi MARA Malaysia (Committee)
- 27th International Society for Music World Conference, 2006, ISME & Universiti Teknologi MARA Malaysia (Liaison Officer)
- The International Conference on Hospitality and Tourism, 2002, Tourism Malaysia & Universiti Teknologi MARA Malaysia

(Committee)

AWARDS AND RECOGNITION

- *Anugerah Perkhidmatan Cemerlang Universiti Teknologi MARA Bagi Tahun 2017 - Universiti Teknologi MARA Malaysia* 2018
- Gold Award – National e-Content Development Competition 2017 : Hospitality Research Method 2017
- Silver Award – National e-Content Development Competition 2017 : Hospitality Financial Management 2017
- Appreciation for Consultation in Green Apple Awards 2015 – Majlis Bandaraya Shah Alam MBSA 2015
- *Anugerah Akademik Harapan 2015 – Faculty of Hotel & Tourism Management, Universiti Teknologi MARA Malaysia* 2015
- *Anugerah Khidmat Cemerlang 2012 – Faculty of Hotel & Tourism Management, Universiti Teknologi MARA Malaysia* 2012
- Gold Medal – HIID Innovation Competition 2012 – Pacific Asia Travel Association (PATA) Malaysia Chapter, Tourism Malaysia & Universiti Teknologi MARA Malaysia 2012
- Best Paper Award - 4th Tourism Outlook & 3rd ITSA Conference 2010
- Appreciation for Cooperation & Support of Activities Organized by Alumni Relations Office 2010
- Appreciation for Participation and Contribution in Management Research & Writing Workshop 2009
- Appreciation for Contribution in Service Training & Guidance of Rural Entrepreneurs 2006
- Appreciation for Participation as a Liaison Officer in the 27th International Society for Music World Conference (ISME 2006) 2006

REFERENCES

Professor Dr. Mohd Salehuddin Mohd Zahari

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