

# CURRICULUM VITAE



## A. BUTIR-BUTIR PERIBADI *(Personal Details)*

<b>Nama Penuh</b> <i>(Full Name)</i>	Syamsul Herman bin Mohammad Afandi	<b>Gelaran</b> <i>(Title)</i> : Dr.
<b>Jawatan</b> <i>(Designation)</i>	Pensyarah Kanan	

<b>Alamat Semasa</b> <i>(Current Address)</i>	<b>Jabatan/Fakulti</b> <i>(Department/Faculty)</i>	<b>E-mel dan URL</b> <i>(E-mail Address and URL)</i>
Jabatan Ekonomi, Fakulti Ekonomi dan Pengurusan, UPM, 43400 Serdang, Selangor  Tel: 03-89468920	Jabatan Ekonomi, Fakulti Ekonomi dan Pengurusan, UPM, 43400 Serdang, Selangor  Tel:03-89468920 Fax: 03-89486188	E-mail: <a href="mailto:syamsulhma@upm.edu.my">syamsulhma@upm.edu.my</a>

## B. KELAYAKAN AKADEMIK *(Academic Qualification)*

Nama Sijil / Kelayakan <i>(Certificate / Qualification obtained)</i>	Nama Sekolah Institusi <i>(Name of School / Institution)</i>	Tahun <i>(Year obtained)</i>	Bidang pengkhususan <i>(Area of Specialization)</i>
Diploma Perhutanan	Universiti Pertanian Malaysia	1993	Pengurusan Hutan
Bachelor Sains Perhutanan	Universiti Putra Malaysia	1997	Pengurusan Taman dan Rekreasi
Master Sains Perhutanan	Universiti Putra Malaysia	2003	Pengurusan Hidupan Liar
Ph. D	Universiti Putra Malaysia	2011	Ekonomi Rekreasi

## C. SENARAI PENERBITAN **(Sila masukan nama pengarang, tajuk, nama jurnal, jilid, muka surat dan tahun diterbitkan)** *(List of publications – author (s), title, journal, volume, page and year published)*

<i>Journal</i>	<p>Noor Azlin Y., Suryani, A., <b>Syamsul Herman</b>, Ong, T. and Chew, M.Y. (2001) A preliminary study on visit density and crowding perceptions at FRIM's canopy walkway in Kepong, Selangor. <i>Journal of Wildlife and Parks</i>. No. 10: 49-53.</p> <p>Noor Azlin, Y. &amp; <b>Syamsul Herman</b>. (2003). Monitoring visitor satisfaction of the canopy walkway experience: some implications of the effects of reduced personnel. <i>Journal of Wildlife and Parks</i>. 99-102</p> <p>Nitanan Koshy Matthew, Ahmad Shuib, Sridar Ramachandran, <b>Syamsul</b></p>
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**Herman M. A.** and Vikneswaran Nair (2011) Exploring economic valuation and impact of rural tourism. *TEAM Journal of Hospitality and Tourism*. Vol 8 (1): 1-4

**Syamsul Herman M.A.**, Ahmad Shuib, Ramachandran, S., Mohd. Rusli Y. and Aldrich Richards (2012) The need for recreational economic valuation at Perlis State Park. *The Malaysian Forester* 75(1). 73-80

Zaiton S., **Syamsul Herman, M.A.**, Alias R. and Mohd Rusli, Y (2012). Willingness to pay for conservation fee at Penang National Park. *The Malaysian Forester*. 75 (1): 43-52

Madhavan Balan Nair, Sridar Ramachandran, Ahmad Shuib, **Syamsul Herman, M.A.**, and Vikneswaran Nair (2012). Multi-criteria decision making approach for responsible tourism management. *The Malaysian Forester*. 75 (2): 135-146

**Syamsul Herman, M.A.**, Ahmad, S., Ramachandran, S. And Rusli, Y. (2012). Valuing the recreational benefit of cross-border shopping at Wang Kelian Sunday market, Perlis, Malaysia. *The Malaysian Forester* 75 (2): 189-196 (2012)

Nur Syuhada, C. I., **Syamsul Herman, M. A.** and Zaiton, S. (2013). Attributes motivating participation in extreme recreation at Putrajaya Challenge Park, Malaysia. *The Malaysian Forester* 76(1): 51-60 (SCOPUS- indexed).

Siow, M. L., Ramachandran, S., Shuib, A., Nair, M., **Syamsul Herman M.A** & Prabhakaran, S. (2013). Rural resources as tourism capital: The case of Setiu Wetlands, Terengganu, Malaysia. *The Malaysian Forester*, 76(1), 27-39.

**Syamsul Herman M. A.**, Zaiton, S. and Ahmad, S. (2013). Review of valuation from a non-market perspective: travel cost method for rural tourism. *Worldwide Hospitality and Tourism Themes*. Vol 5(4). (Accepted)

**Syamsul Herman, M.A.**, Ahmad S., Ramachandran S. and M. Rusli Y. (2013) Recreational economic value of the Perlis State Park, Malaysia: An application of Zonal Travel Cost Model. *Journal of Tropical Agricultural Science*. (Accepted)(SCOPUS- indexed).

Siow, M.L., Ramachandran, S., Nair, V., Shuib, A. and **Syamsul Herman, M.A.** (2013) Scoping the potentials and pitfalls of rural tourism policies: Constructivism as a theoretical lens. *Journal of Tropical Agricultural Science*. (Accepted)(SCOPUS- indexed).

Siow, M.L., Ramachandran, S., Ahmad, S. & **Syamsul Herman, M. A** (2014) *Malaysia's national Ecotourism Plan Form A Semiotic*

	<p><i>Perspective</i>. Journal of the Malaysian Forester. 77(2). 73-86 (SCOPUS-indexed).</p> <p>Mazlina Mahdzar, Ahmad Shuib, Sridar Ramachandran &amp; <b>Syamsul Herman Mohammad Afandi</b> (2015). The role of destination attributes and memorable tourism experience in understanding tourist revisit intentions. <i>American-Eurasian Journal Agriculture &amp; Environmental Science</i>, 15. 32-39 (EBSCO-indexed)</p> <p>Siow May Ling, Sridar Ramachandran, Ahmad Shuib &amp; <b>Syamsul Herman M.A.</b> (2015) Adapting evidence – based intervention in rural tourism policies. Pragmatic benchmarking considerations for tourism business operations in Semporna, Sabah, Malaysia. <i>Worldwide Hospitality and Tourism Theme</i>, 7(5). 473-485 (SCOPUS-indexed)</p> <p>Chia Kei Wei, Ahmad bin Shuib, Sridar Ramachandran and <b>Syamsul Herman Mohammad Afandi</b> (2015). A comparison study between domestic and international rural tourists and travel expenditures in Semporna, Sabah. <i>American-Eurasian Journal Agriculture &amp; Environmental Science</i>, 15. 52-60 (EBSCO-indexed)</p> <p>Nitanan Koshy Matthew, Ahmad Shuib, Sridar Ramachandran &amp; <b>Syamsul Herman Mohammad Afandi</b> (2015). Travel cost adjustment of international multiple destination visitors to the Kilim Karst Geoforest Park, Langkawi, Malaysia. <i>American-Eurasian Journal Agriculture &amp; Environmental Science</i>, 15. 24-31 (EBSCO-indexed)</p> <p>Norasilah Latiff, <b>Syamsul Herman Mohammad Afandi</b>, Ahmad Shuib &amp; Zaiton Samdin (2015). Application of choice experiment in assessing willingness to pay of tourist for marine conservation area in Tun Sakaran Marine, Malaysia Park. <i>American-Eurasian Journal Agriculture &amp; Environmental Science</i>, 15. 18-23 (EBSCO-indexed)</p> <p>Zaiton, S., <b>Syamsul Herman, M.A.</b> &amp; Hassan, H. (2016). Sustainable tourism practices among hotels in Malaysia: Financial and non – financial benefits. <i>Journal of Sustainability Science and Management</i>, 11(1). 1-9 (SCOPUS-indexed)</p> <p>Puvaneswaran Kunasekaran, Sarjit S Gill, Sridar Ramachandran, Ahmad Shuib, Tom Baum and <b>Syamsul Herman Mohammad Afandi</b> (2017) Measuring Sustainable Indigenous Tourism Indicators: A Case of Mah Meri Ethnic Group in Carey Island, Malaysia. <i>Sustainability</i> 9, 1256, doi:10.3390. SCOPUS-Indexed, ISI Web of Knowledge-Indexed, Q2</p>
Books/Monographs	<p>Khairudin, B., Azyyati, A. K., Noor Azlin, Y. &amp; <b>Syamsul, H. M. A.</b> (2004). Membina Laman Web: Satu Panduan Laporan Taman Semulajadi. Forest Research Institute Malaysia, Kepong, Kuala Lumpur, Malaysia. 26 pp</p>

	<p>Azyyati, A. K., Azahari M. Y., Noor Azlin, Y., Khairudin, B. &amp; <b>Syamsul, H. M. A.</b> <i>Pembangunan Taman Alam Semulajadi untuk Pemerhatian Tumbuhan dan Haiwan di Kawasan Sekolah</i>. Siri Alam dan Rimba No. 9. Forest Research Institute Malaysia, Kepong, Kuala Lumpur, Malaysia. 44 pp.</p>
<p>Chapter in book</p>	<p><b>Syamsul Herman M.A.</b>, Ahmad S., M. Rusli Y., Azyyati A.K. (2010). Demand and recreational value of Gua Kelam: An application of the travel cost method in Mohd. Parid M., Yap, B. W., Lim, H.F., Norini, H. <i>Forestry and Economic Research Using SPSS</i>. FRIM Publication. Kepong. Malaysia. Pp. 189-196.</p> <p><b>Syamsul Herman M. A.</b>, Ahmad, S., Ramachandran, S. and M. Rusli Y. (2011) Valuation of a recreational value: The Travel Cost Method. Selected Reading in Hospitality and Tourism. Penerbit UPM</p> <p><b>Syamsul Herman, M.A.</b> and Nur Syuhada C.I. (2012). Outdoor recreation participation at personal and external level in Zaiton,S., <u>Syamsul Herman, M.A.</u> and Norfaryanti K. <i>Sustainable Forest Utilisation: Concept and Practices</i>. Penerbit UPM.</p> <p>Zaiton S., Norfaryanti K. and <b>Syamsul Herman M.A.</b> (2012). Overview of sustainable forest utilisation in Zaiton,S., Syamsul Herman M.A. and Norfaryanti K. <i>Sustainable Forest Utilisation: Concept and Practices</i>. Penerbit UPM.</p> <p>Nur Syuhada C.I., <b>Syamsul Herman, M.A.</b>, Zaiton, S. and Ramachandran, S. (2013). Perceived benefits of adventure recreational participation in Ng Siew Imm, Hamimah, H, and Lee Shin Yiing. <i>Readings on Hospitality and Tourism Issues</i>. McGraw-Hill Education</p> <p>Nur Syuhada C.I., <b>Syamsul Herman, M.A.</b>, Zaiton, S. and Ramachandran, S. (2013). Expenditure and environmental linkage of an adventure recreational activity: Mountain Biking in Putrajaya Challenge Park in Zaiton, S and Hazandy A. H. and Norfaryanti, K. <i>Climate Change in Tropical Forest: Impact and Mitigation`</i>. Penerbit UPM</p> <p>Nurul Hikmah Z., <b>Syamsul Herman, M.A.</b>, Wan Sabri, W. M., Zaiton, S. and Ramachandran, S. Socio economic and environmental motives for recreational visits to Langkawi Island in Zaiton, S and Hazandy A. H. and Norfaryanti, K. <i>Climate Change in Tropical Forest: Impact and Mitigation</i>. Penerbit UPM</p> <p>Nur Syuhada C.I., <b>Syamsul H.M.A.</b> &amp; Zaiton S. Malaysian Forest Goods &amp; Services II. Comparison of mountain biker's expenditure at Bukit Kiara, Kuala Lumpur and Putrajaya Challenge Park, Putrajaya. Penerbit UPM.</p>

<i>Computer Application</i>	Wildlife Database: Aves and Mammals of Malaysia

<b>D. PROJEK PENYELIDIKAN TERDAHULU(Past Research Project)</b>				
<i>Project Title</i>	<i>Role</i>	<i>Year</i>	<i>Source of fund</i>	<i>Status</i>
Reviewing and Documenting the Functions of the No Take Zone in Marine Parks Malaysia (Pulau Redang and Pulau Tioman)	Co-Researcher	2017	Department of Marine Parks, Malaysia	On going
Assessing the Roles and Impacts of Artificial Reefs and Marine Parks for the Management of Marine Resources in Peninsular Malaysia	Project Leader	2015	E-Science (MOSTI)	On going
Willingness To Pay for Conservation in Kinabatangan Wildlife Sanctuary (KWS), Sabah	Project Leader	2016	GUP-IPS (RM20,000)	On going
Environmental Literacy and Factors Affecting Pro-Environmental Behaviour Among Year Five Students in the West Coast of Sabah	Project Leader	2015-2016	GUP-IPS (RM15,000)	Completed
Determining the Willingness of Tourist To Pay as Payment for Environmental Services to conserve Marine Ecosystem in Semporna, Sabah	Project Leader	2013	GUP-IPB (RM84,000)	Completed
Assessment of Recreation Value of the Extreme Sports and Recreation of Different Management Systems	Project Leader	2011	RUGS (RM21,000)	Completed
Economic Responsibility Rural Tourism Framework	Co-researcher	2011	LRGS (RM1,170,015)	Completed
Assessment of Economic Value of the Perlis State Park as a Recreational Area	Co-researcher	2005	MOSTE (RM86,280)	Completed

<b>E. PROJEK PENGEMBANGAN TERDAHULU(Past Research Project)</b>				
<i>Project Title</i>	<i>Role</i>	<i>Year</i>	<i>Source of fund</i>	<i>Status</i>
Knowledge Transfer Programme Introducing sustainable & innovative green entrepreneurship by turning trash to cash through inclusive business for marine-based lodging enterprise (Borneo Jungle River Island Tours Sdn. Bhd.)	Member	2015	MOHE (RM82,000)	Completed
Electronic Nature Education Programme	Project Manager	2002	MOSTE (RM493,605)	Completed