

CURRICULUM VITAE



| A. BUTIR-BUTIR PERIBADI (<i>Personal Details</i>) | | | |
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| Nama Penuh (<i>Full Name</i>) | Hamimah Binti Hassan | | Gelaran (<i>Title</i>): - Puan |
| No. MyKad / No. Pasport (<i>Mykad No. / Passport No.</i>) | Warganegara (<i>Citizenship</i>) Malaysia | Bangsa (<i>Race</i>) Malay | Jantina (<i>Gender</i>) Female |
| 630320015276 | | | |
| Jawatan (<i>Designation</i>) Senior lecturer | | Tarikh Lahir (<i>Date of Birth</i>) 20 Mac 1963 | |

| Alamat Semasa (<i>Current Address</i>) | Jabatan/Fakulti (<i>Department/Faculty</i>) | E-mel dan URL (<i>E-mail Address and URL</i>) |
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| The Department of Management and Marketing, Faculty of Economics and Management, Universiti Putra Malaysia (UPM), Serdang, Selangor, Malaysia Tel: 0389467704 Mobile No: 0162060474 | The Department of Management and Marketing. Tel: 0349467600 Fax: 0389486188 | ranalis@upm.edu.my |

| B. KELAYAKAN AKADEMIK (<i>Academic Qualification</i>) | | | |
|---|---|---------------------------------------|--|
| 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 | Institut Teknologi Mara, Shah Alam, Selangor | 1985 | Hotel and Catering Management |
| Bsc | St Louis Uni. USA | 1989 | Tourism Planning & Development |
| Msc | Surrey Uni., UK, | 1995 | Tourism Planning & Development |
| Phd | Inst. Of Environment and Development (Lestari) UKM | 2010-current | Geotourism and Development |

| C. KEMAHIRAN BAHASA (<i>Language Proficiency</i>) | | | | | |
|--|--------------------------|----------------------------------|-------------------------|-----------------------------------|-----------------------------------|
| Bahasa / <i>Language</i> | Lemah <i>Poor (1)</i> | Sederhana <i>Moderate (2)</i> | Baik <i>Good (3)</i> | Amat Baik <i>Very good (4)</i> | Cemerlang <i>Excellent (5)</i> |
| English | | | | x | |
| Bahasa Melayu | | | | | x |

| D. PENGALAMAN SAINTIFIK DAN PENGKHUSUSAN (<i>Scientific experience and Specialisation</i>) | | | | |
|--|-----------------|-------------------|-----------------|------------------|
| <i>Organization</i> | <i>Position</i> | <i>Start Date</i> | <i>End Date</i> | <i>Expertise</i> |
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| E. PEKERJAAN (<i>Employment</i>) | | | | |
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| <i>Majikan / Employer</i> | <i>Jawatan / Designation</i> | <i>Jabatan / Department</i> | <i>Tarikh lantikan / Start Date</i> | <i>Tarikh tamat / Date Ended</i> |
| Universiti Putra Malaysia (UPM) | Senior Lecturer | The Department of Management and Marketing. | Jan 2000 | - |
| Universiti Teknologi Mara (UiTM) | Lecturer | Depart. of Tourism Administration, Faculty of Hotel and Tourism | Jan 1990 | Disember 1999 |

| F. ANUGERAH DAN HADIAH (<i>Honours and Awards</i>) | | | | |
|---|--------------|------------------------|-------------------|-------------|
| <i>Name of awards</i> | <i>Title</i> | <i>Award Authority</i> | <i>Award Type</i> | <i>Year</i> |
| <i>Academic Awards</i> | | | | |
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| <i>Non-Academic Awards</i> | | | | |
| <i>Awards of Merit</i> | | | | |
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G. 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)

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| <p><i>Journal</i></p> | <ul style="list-style-type: none"> • Norsyafina Mahat, Hamimah Hassan Mass Hareeza Ali, Nawal Hanim Abdullah and, Muhammad Shahrin Abdul Karim (2015). Tourism Sustainability in Historical City of Melaka. Australasian Journal of Business, Social Science and Information Technology. • Hamimah Hassan, Norsyafina Mahat, Mass Hareeza Ali, Nawal Hanim Abdullah and, Muhammad Shahrin Abdul Karim (2014). Sustainability in Tourist Attractions in Malaysia. Australian Journal of Basic and Applied Sciences, 2014, 323-328. • Nawal Hanim Abdullah, Hamimah Hassan, Mass Hareeza Ali and Muhammad Shahrin Ab Karim (2014) Cultural values (power distance) Impact on stakeholders' engagement in organizing the monsoon cup international sailing, procedia-social and behavioural sciences, Science Direct. • Hamimah Hassan, Norsyafina Mahat, Mass Hareeza Ali, Nawal Hanim Abdullah and, Muhammad Shahrin Abdul Karim (2014). Sustainability in Tourist Attractions in Malaysia. Australia Journal of Basic Applied Sciences, 2014, 323-328. • Hamimah Hassan (2013) Community Participation and Satisfaction in Langkawi Geopark International Journal of Multidisciplinary Research (IJMR), Vol.1, Issue 7 (III), pp.98-110, Dec. 2013. • Zaiton, S. Kasimu, A.B., and Hassan, H. (2012) Factors Influencing Environmental Management Practices among Hotels in Malaysia, International Journal of Economics and Management Sciences 6, 2012, 84-87 • Kasimu, a.b., Zaiton, S. and Hassan, H. (2012) Hotels Involvement in Sustainable Tourism Practices in Klang Valley, Malaysia Int. Journal of Economics and Management 6(1): 21 – 34 (2012), ISSN 1823 - 836X, 21-34 |
| <p><i>Books/Monographs</i></p> | <ul style="list-style-type: none"> • Hamimah H. and Hossein N., (2014) Readings in Tourism and |

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| | <p>Sustainability (2014), Penerbit UPM</p> <ul style="list-style-type: none"> • Ng Siew Imm, Hamimah Hassan, Lee Shin Yiing (2013) Readings in Hospitality and Tourism, McGrawHill - • Yuhanis Abdul Aziz, Hamimah Hassan, Melissa, , Mohd Shahwahid Hj Othman (2009) Current Issues in Tourism and Hospitality Services in Malaysia, Penerbit UPM |
| <p><i>Chapter in book</i></p> | <ul style="list-style-type: none"> • Norsyafina M, Hamimah H. Mass Hareeza A. Yuhanis A. A. Nawal Hanim A. and Muhammad Shahrin A.K (2015) Analysis of Sustainable Attraction Indicators and Tourism Satisfaction: A Conceptual Framework, in Global Management Literature. Ch 5. P 69-83, Mass Hareeza Ali and Nor Siah Jaharuddin (eds.), UPM Press • Norsyafina M, Hamimah H. Mass Hareeza A. Yuhanis A. A. Nawal Hanim A. and Muhammad Shahrin A.K (2015) Tourist Awareness on sustainable Attraction Indicators, in Trends in Hospitality and Tourism. Ch 3. Pp41-62. Amer Hamzah J. Siti Rahayu H., and Muhammad Shahrin A.K. (eds.) UPM Press • Mass Hareeza, (2015) International Student Experience Towards Hospitality Service Delivery In Malaysian Research University in Global Management Literature. Ch 2. Pp 15-37. Mass Hareeza Ali and Nor Siah Jaharuddin (Eds.), UPM Press • Mass Hareeza, Siti Nurhidayah, Nawal Hanim. A., Hamimah H. and M. Shahrin A.K. (2015) Hospitality Service Delivery In Malaysian Research University in Global Management Literature. Mass Hareeza, Nor Siah Jaharuddin.eds., Ch. 2, pg 15-37, UPM Press • Hamimah Hassan, Norsyafina Mahat, Mass Hareeza Ali, Nawal Hanim Abdullah and, Muhammad Shahrin Abdul Karim (2014).Attraction Management and Sustainability. In Selected issues in Hospitality & Tourism Sustainability, Ch. 2, 9-23, UPM Press. <ul style="list-style-type: none"> • Hamimah Hassan and Norsyafina M. (2014) Beach Tourism in Pantai Bagan Lalang. In Selected issues in Hospitality & Tourism Sustainability, Ch. 2, 9-23, UPM Press • Hamimah Hassan and Khairul Aziz (2013) Tourist Perceived value of Travel Group in Malaysia, in Readings on Tourism and |

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| | <p>Hospitality Issues, McGrawHill</p> <ul style="list-style-type: none"> • Safiya M., Khairil A. Hamimah H.(2013) Tourist Satisfaction and Heritage Tourism, in Readings on Tourism and Hospitality Issues, McGrawHill • Hamimah Hassan (2013) Community Participation and Satisfaction in Langkawi Geopark International Journal of Multidisciplinary Research (IJMR), Vol.1, Issue 7 (III), pp.98-110, Dec. 2013. |
| <i>Proceedings</i> | <ul style="list-style-type: none"> • Hamimah Hassan (2015) Exploring the Islamic and halal tourism definition, 2015 Hospitality and Tourism Conference (HTC'15)/ UTM. • Hamimah Hassan (2015) Held at Hotel Bayview on The Park, Melbourne, Victoria, Australia, 2015 Melbourne International Business and Social Science Research Conference (MIBSCRC)/ AABL • Hamimah Hassan (2014) Sustainability in Tourist Attractions in Malaysia, 2014 International Conference on Arts, Management, Science and Social Sciences (ICAMSSc 2014)/ Bandung, Indonesia. • Hamimah Hassan (2012) Geotourism and tourist satisfaction in Langkawi, International Conference Science Technology and Social Science (ICSTSS)/ UiTM. • Hamimah Hassan (2011) Community participation for a sustainable tourism in Langkawi: A conceptual modal, 4th International UNESCO Conference on Geopark 2010/ UKM. • Hamimah Hassan (2010) Sikap Komuniti di Langkawi Geopark terhadap alamsekitar, Simposium Kebangsaan Warisan dan Pemuliharaan, Kuching, Sarawak |
| <i>Other publications</i> | |
| <i>Computer software</i> | |

| H. PROJEK PENYELIDIKAN TERDAHULU (Past Research Project) | | | | | |
|---|--|----------------|-------------|-----------------------------------|---------------|
| <i>Project No.</i> | <i>Project Title</i> | <i>Role</i> | <i>Year</i> | <i>Source of fund</i> | <i>Status</i> |
| | FRGS Islamic Tourism and Contributions to Malaysian GDP | Co-Researcher | 2015/2016 | UPM | COMPLETED |
| 9412301 | IPB GRANT Examining structure and dimensions for sustainable attraction management | Project Leader | 2013-2015 | UPM | COMPLETED |
| | 'Developing tourism competitiveness for Johor State' | Co Researcher | 2013-2015 | UKM | COMPLETED |
| | Market Orientation in Tourism Industry | Project Leader | 2000-2001 | UPM | COMPLETED |
| | Tourist perception on duty free shopping in Malaysia, Min. of Culture, Arts and Tourism, | Project Leader | 1996-1998 | Min. of Culture, Arts and Tourism | COMPLETED |
| | Tourist perception on Shopping in Malaysia, Min. of Culture, Arts and Tourism, | Project Leader | 1996-1998 | Min. of Culture, Arts and Tourism | COMPLETED |
| | Tourist perception on | Project Leader | 1996-1998 | Min. of Culture, | COMPLETED |

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| | attractions in Malaysia, | | | Arts and Tourism | |
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