PUAN HAZZYATI BINTI HASHIM (00298A)
PENSYARAH UNIVERSITI (TETAP)
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A. PERSONAL DETAILS

UMK JOIN DATE	05-Apr-2009
DATE OF APPOINTMENT FOR CURRENT POSITION	31-Jan-2017
DATE OF CONFIRMATION FOR CURRENT POSITION	01-Jul-2020
EDUCATION(S)	• **()** INTERNATIONAL ENGLISH LANGUAGE TESTING SYSTEM • **(2010) UNIVERSITI TEKNOLOGI MARA** IJAZAH SARJANA PENGURUSAN HOTEL DAN PELANCONGAN PENGURUSAN PELANCONGAN • **(2008) UNIVERSITI UTARA MALAYSIA** IJAZAH SARJANA MUDA PENGURUSAN PELANCONGAN • **(2002) SEK. MEN. KEB. DATO' MAHMUD PADUKA RAJA** SPM
GROUP OF EXPERTISE	
AWARD(S)	
WORKING EXPERIENCE(S)	• GURU SANDARAN TIDAK TERLATIH | SMK ALOR PASIR, TANAH MERAH 01-Sep-2007 - 01-Nov-2007 • GLOBAL SUPPORT EXECUTIVE | HSBC ELECTRONIC DATA PROCESSING 01-Feb-2008 - 01-Apr-2009
PROFESSIONAL MEMBERSHIP(S)	

B. TEACHING-LEARNING ACTIVITIES

COURSES TAUGHT	• AFT1053 - PRINCIPLES OF MARKETING • AFT4012 - STUDENT IN ENTERPRISE PROGRAMME (SIEP) • APT2013 - ENTREPRENEUR BEHAVIOR • ATS2013 - INTRODUCTION TO TOURISM INDUSTRY • ATS3023 - EVENT MANAGEMENT • ATS3053 - TRAVEL AND TOURS MANAGEMENT • ATS3063 - LEISURE AND RECREATION MANAGEMENT • ATS3073 - ECOTOURISM • ATS4083 - CURRENT ISSUES IN TOURISM • ATS4093 - TOURISM ENTREPRENEURSHIP SEMINAR • ATS4103 - CULTURE AND HERITAGE TOURISM • ATS4113 - TOURISM RESEARCH PROJECT (II) • HFT10103 - FUNDAMENTAL OF MANAGEMENT • HFT40102 - STUDENT IN ENTERPRISE PROGRAM (SIEP) • HHP40103 - HOSPITALITY RESEARCH PROJECT (II) • HPT30303 - PRODUCT INNOVATION • HPT40108 - INDUSTRIAL TRAINING • HTA40103 - DOMESTIC AND INTERNATIONAL TRAVEL MANAGEMENT • HTA40203 - MEETING, INCENTIVE, CONVENTION & EXHIBITION (MICE) • HTB30103 - LEISURE AND RECREATION MANAGEMENT

	• HTP10103 - INTRODUCTION TO TOURISM ENTREPRENEURSHIP INDUSTRY • HTP30102 - TOURISM RESEARCH PROJECT (I) • HTP40103 - TOURISM RESEARCH PROJECT (II) • HTS10103 - INTRODUCTION TO TOURISM INDUSTRY • HTS20103 - TRAVEL AND TOURS MANAGEMENT • HTS20203 - EVENT MANAGEMENT

C. RESEARCH AND DEVELOPMENT

JOURNAL(S)	1. Hashim, N.A.A.N., Awang, Z., Yusoff, A.M, Safri, F.H.M., Fatt, B.S., Velayuthan, S.K., Hashim, H., Novianti, S.. (2020). Validating the measuring instrument for determinants of tourist's preferences toward revisit intention: A study of genting highland. Journal of Advanced Research in Dynamical and Control Systems , Vol. 12 (7 Special) , pp. 2236-2240. https://doi.org/10.5373/JARDCS/V12SP7/20202349 2. Nor Syuhada Zulkefli, Aifa Rozaini Mohd Radzol, Marlisa Abdul Rahim, Hazzyati Hashim. (2022). Malaysian tourists¿ intention to travel during the Covid-19 pandemic. Journal of Tourism, Hospitality & Culinary Arts (JTHCA) , Vol. 14(1) , pp. 217-229. 3. Fadhilahanim Aryani Abdullah, Nurul Hafizah Mohd Yasin, Hasif Rafidee Hasbollah, Normaizatul Akma Saidi, Naziatul Aziah Mohd Radzi, Hazzyati Hashim. (2022). Propensity adoption of digital technology among small medium enterprises in the tourism industry. Journal of Tourism, Hospitality & Culinary Arts (JTHCA , Vol. 14(1) , pp. 520-536.
PROCEEDING(S)	1. Norizan Musa, Nurul Aziah Ahmad, Marlisa Abdul Rahim, Aikal Liyani Mohd Rasdi, Hazzyati Hashim, Siti Selihah Che Hasan. (2024-12). E-Proceeding Hospitality, Tourism and Wellness Colloquium 8.0 (HotWec 2024) - Tourism. In E-Proceeding Hospitality, Tourism and Wellness Colloquium 8.0 (Hotwec 2024) , pp. 1-311. UMK Press. 2. Simpong, D.B, Nur Azimah Othman, Nurul Fardila Abd Razak, Mohd Fadil Mohd Yusof, Hazzyati Hashim. (2023). The Effect of Facility Aesthetics on Guest Satisfaction: The Case of Three Star Hotel in Kelantan. In Lecture Notes in Networks and Systems , pp. 1035¿1047. Springer Science and Business Media Deutschland GmbH. 3. Norasikin Ahmad, Wan Nor Alieya Wan Ibrahim, Wardah Najiha Tarmizi, Zizie Arianna Izlyn Jisan, Hazzyati Hashim. (2022). Sport Tourism Potential as Tourism Attraction in Malaysia. In E-PROCEEDING HoTWeC 6.0 , pp. 900 - 911. FACULTY OF HOSPITALITY, TOURISM AND WELLNESS. 4. Fatin Nur Izate Supi Fazlin Laim, Fhatin Norhaziqah Faizuruddin, Farah Dilah Ezaini Awang Akop, Hazzyati Hashim. (2022). Intention to Visit Malacca for Medical Tourism. In E-PROCEEDING HoTWeC 6.0 , pp. 912 - 922. FACULTY OF HOSPITALITY, TOURISM AND WELLNESS. 5. Faten Nuraisha Zulkpli, Fathin Qistina Mazlan, Mohamad Arshad Henri, Santha A/P Sri Arul, Hazzyati Hashim. (2022). Factors that Influence the Satisfaction of Health Tourism in Malaysia. In E-PROCEEDING HoTWeC 6.0 , pp. 878 - 888. FACULTY OF HOSPITALITY, TOURISM AND WELLNESS. 6. Wan Farha Wan Zulkiffli, Siti Afiqah Zainuddin, Nur Izzati Mohamad Anuar, Nadzirah Mohd Said, Mohd Zulkifli Muhammad, Hazzyati Hashim. (2022). The Influence of Electronic Word-of-Mouth Communication on Consumer Purchase Intention. In Lecture Notes in Networks and Systems , pp. 957-968. Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-08087-6_66 7. Adnin Nuha Binti Mohd Sukiman, Muhammad Khalaf Bin Mohd Yusoff, Sharifah Fatimah Binti Syed Ahmad, Sharon Louiciana Anak Francis, Hazzyati Hashim. (2022). The Factors that Influence Tourist Intention to use Grab Car in Malaysia. In E-PROCEEDING HoTWeC 6.0 , pp. 889 - 899. FACULTY OF HOSPITALITY, TOURISM AND WELLNESS. 8. Nuraina Asira Hamidon, Nurul Atiqah Gazer, Wan Nurul Faatihah Wan Mohamed Sharif, Yap Chui Man, Nor Syuhada Zulkefli, Hazzyati Hashim. (2021). Factors Influencing Local Tourists¿ Travel Destination Choice: A Case of Malaysia. , pp. 237-245. UMK Press. 9. Roshid, Mohamad Najmi, Shaharuddin, Nurul Azmira, Mohamad Fadil, Nurul Syakinah, Roshaizak, Rasyiqah, Hazzyati Hashim, NOR SYUHADA ZULKEFLI. (2021). The Motivation to Visit Film-Induced Tourism Destination Among Youth Travelers In Malaysia. In RESEARCH TOWARDS IR 4.0 , pp. 227-236. UMK Press. 10. Nurul Najihah, Nurul Nabila, Nurul Ehsaniah, Nurul Shafieqah, Hazzyati Hashim, Nor Syuhada Zulkefli. (2021). The Factors That Affect Tourist Satisfaction towards Keluang Hill. , pp. 308-317. UMK Press.
BOOK(S)	
CHAPTER(S)	1. Othman, N.A., Simpong, D.B, Mat Yusoff N.D., Said, N.M., Hashim, H., Abdullah, F. A.. (2023). The Influences of Online Food Images Towards People¿s Behavioural Intention to Visit a Restaurant. In Finance, Accounting and Law in the Digital Age. Contributions to Management Science (pp. 509 - 518). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-27296-7_47 2. Nik Hashim N.A.A., Hashim, H., Ramlee, S.I.F., Muhammad, Nur Hafizah, Bibit, N.S., Fatt, B.S, Remeli, M.R., Awang Z.. (2021). Prospective Tourists' Cognitive Image Prone to Safety and Security Destination. In Insights into Economics and Management (pp. 24-33). Book Publisher International.
	1. Mohd Fadil Mohd Yusof, Mohamad Pirdaus Yusoh, Ahmad Fahme Mohd Ali, Pavitira A/P Manogaran, Abdullah Muhamed Yusoff, Siti Salina Saidin, Bibi Nabihah Abdul Hakim, Norsyamlina Che Abdul Rahim, Norizan Musa, Muhammad Firdaus Bin Bidin, Mohammad Syakir Zainozaman, Hazzyati Hashim. (2025-12). LENSA FHPK (edisi Disember 2025). Fakulti Hospitaliti, Pelancongan dan Kesejahteraan. 2. Normaizatul Akma, S., Noraida Saidi, Derweanna Bah Simpong, Nur Azimah Othman, Hazzyati Hashim, Nadzirah Mohd Said, Wan Farha Wan Zulkiffli. (2021-12). Application of the Kirkpatrick Model: Effectiveness in Accounting Course.

OTHER(S)	3. Derweanna Bah Simpong, Nur Azimah Othman, Normaizatul Akma Saidi, Hazzyati Hashim, Nadzirah Mohd Said, Wan Farha Wan Zulkifli. (2021-09). ULAM COOKIES. Research Management Innovation Centre. 4. Mohd Said, Nadzirah, Derweanna Bah Simpong, Hashim, H., Othman, Nur Azimah, Normaizatul Akma Saidi, Wan Farha Wan Zulkifli. (2021-09). An Integrated Online Hub For Muslim Friendly Homestay Operators In Malaysia. Research Management Innovation Centre. 5. Derweanna Bah Simpong, Nur Azimah Othman, Normaizatul Akma Saidi, Hazzyati Hashim, Nadzirah Mohd Said, Wan Farha Wan Zulkiffli. (2021). Prototype Sneaker Insoles Sensor. 6. Nur Sajida Peduka, Zakiyah Taharim, Nur Izzah Amalia Hashim, Nur Bashiratul Khalidah Ismail Hisyam, Hazzyati Hashim, Fadhilahanim Aryani Abdullah. (2021). Earthcare Apps Device. 7. Mat Yunoh, M.N., Nur Najwa Adila Binti Adenan,, Hashim, H.. (2020-09-06). FACTORS INFLUENCE CUSTOMER INTENTION ON ONLINE SHOPPING AMONG COMMUNITY IN TERENGGANU. Edusage Network. 8. NAZIATUL AZIAH MOHD RADZI, Khai Ern Lee, Hazzyati Hashim, mohd Ali, Ahmad Fahme, Normaizatul Akma Saidi, Hasif Rafidee Hasbollah. (2020). Charity Sees the Need, Not the Cause: The Strategic CSR During the Pandemic Outbreak. 9. Naziatul Aziah Mohd Radzi, Khai Ern Lee, Hazzyati Hashim, Ahmad Fahme Mohd Ali, Normaizatul Akma, S., Hasif Rafidee Hasbollah. (2020). Charity Sees the Need, Not the Cause: The Strategies CSR during the Pandemic Outbreak. PalArch Foundation. 10. Naziatul Aziah Mohd Radzi, Hasif Rafidee Hasbollah, Normaizatul Akma, S., Hazzyati Hashim, Ahmad Fahme Mohd Ali. (2020). Wellness, Work and Employee Assistance Programs as Part of CSR Initiatives among the Corporate Companies. PalArch Foundation. https://doi.org/10.48080/jae.v17i4.378
RESEARCH(S)	1. AN EXPLORING STUDY OF AWARENESS AND PERCEPTION TOWARDS ENVIRONMENTAL SUSTAINABILITY AMONG UMK STUDENTS | MEMBER | SGJP | 2020 2. PROJEK PEMERKASAAN PERUSAHAAN BAKERI DAN PASTRI BAGI ORANG KURANG UPAYA (OKU) KELANTAN | MEMBER | GRANT(I/A) | 2023 3. THE ENTREPRENEURIAL INTENTIONS AMONG STAFF AT PUBLIC AND PRIVATE UNIVERSITY IN KELANTAN : A COMPARATIVE STUDY | MEMBER | SGJP | 2016
SUPERVISION	• **FACTOR INFLUENCING THE ACCEPTANCE OF MUSLIMS TOURISTS IN MALAYSIA** | CO SUPERVISOR FOR A MASTER'S STUDENT
RESEARCH AWARD (S)	• Product Name: FOODIES SPOT Award: GOLD Role: Head Exhibition Name: BEGINNERS INNOVATION AND ENTREPRENEURSHIP EXHIBITION 4.0 (BIE 2022) • Product Name: EarthCare Apps Award: GOLD Role: Member Exhibition Name: BEGINNERS INNOVATION AND ENTREPRENEURSHIP EXHIBITION (BIE 2.0) • Product Name: THE FACTORS OF SELECTING LANGKAWI ISLAND AS A TOURIST DESTINATION: A CONCEPTUAL PAPER Award: SILVER Role: Member Exhibition Name: HOSPITALITY, TOURISM AND WELLNESS COLLOQUIUM (HoTWeC 7.0) • Product Name: APPLICATION OF THE KIRKPATRICK MODEL: EFFECTIVENESS IN ACCOUNTING COURSE Award: SILVER Role: Member Exhibition Name: CARNIVAL OF RESEARCH AND INNOVATION • Product Name: ULAM COOKIES Award: SILVER Role: Member Exhibition Name: CARNIVAL OF RESEARCH AND INNOVATION • Product Name: PUBLIC CLICK Award: SILVER Role: Head Exhibition Name: BEGINNERS INNOVATION & EXHIBITION 2020 (BIE 1.0) • Product Name: AN INTEGRATED ONLINE HUB FOR MUSLIM FRIENDLY HOMESTAY OPERATORS IN MALAYSIA Award: SILVER Role: Member Exhibition Name: CARNIVAL OF RESEARCH AND INNOVATION • Product Name: GO FIT Award: SILVER Role: Member Exhibition Name: Karnival Penyelidikan & Inovasi • Product Name: INFUSED COCONUT POP Award: SILVER Role: Member Exhibition Name: BEGINNERS INNOVATION AND ENTREPRENEURSHIP EXHIBITION (BIE) 6.0 • Product Name: WEBSITE OF INTERESTING RESTAURANT IN KELANTAN Award: SILVER Role: Member Exhibition Name: BEGINNERS INNOVATION AND ENTREPRENEURSHIP EXHIBITION (BIE) 5.0

	• Product Name: GLOW IN THE DARK UMBRELLA Award: SILVER Role: Head Exhibition Name: BEGINNERS INNOVATION AND ENTREPRENEURSHIP EXHIBITION 4.0 (BIE 2022) • Product Name: INTERACTIVE EDUTAINMENT MODEL (IEM): "EDUKITS" FOR ORANG ASLI STUDENT Award: SILVER Role: Member Exhibition Name: 1st eTeLIC 2020 • Product Name: TOURIST SATISFACTION TOWARDS LOCAL HERITAGE FOOD IN PULAU PINANG Award: SILVER Role: Member Exhibition Name: HOSPITALITY, TOURISM AND WELLNESS COLLOQUIUM (HoTWeC 7.0) • Product Name: EARTHCARE APPS DEVICE Award: SILVER Role: Member Exhibition Name: CARNIVAL OF RESEARCH AND INNOVATION • Product Name: FACTORS INFLUENCE TOURISTS¿ SELECTING MELAKA AS HOLIDAY DESTINATION Award: BRONZE Role: Member Exhibition Name: HOSPITALITY, TOURISM AND WELLNESS COLLOQUIUM (HoTWeC 7.0) • Product Name: DRAGONSKIN KNOTS POPPIES Award: BRONZE Role: Member Exhibition Name: BEGINNERS INNOVATION AND ENTREPRENEURSHIP EXHIBITION (BIE) 6.0 • Product Name: LECKER JAM Award: BRONZE Role: Head Exhibition Name: BEGINNERS INNOVATION AND ENTREPRENEURSHIP EXHIBITION 4.0 (BIE 2022) • Product Name: THE FACTORS THAT AFFECT CUSTOMER SATISFACTION ON THE QUALITY OF HOTEL SERVICE Award: BRONZE Role: Member Exhibition Name: HOSPITALITY, TOURISM AND WELLNESS COLLOQUIUM (HoTWeC 7.0) • Product Name: IMPROVING HOMESTAY BUSINESS AMONG SMALL ENTREPRENEURS USING A.I.P.D MODEL Award: BRONZE Role: Member Exhibition Name: eCARNIVAL RESEARCH & INNOVATION (eCRI 2020)

D. CONSULTATION

CONSULTATION(S)	1. PROGRAM AGROTOURISM (AGROPRENEUR) | MEMBER | 2020

E. COMMUNITY SERVICES

COMMUNITY SERVICES	