PROF. MADYA DR. MOHD FADIL BIN MOHD YUSOF (00418A)
PENSYARAH UNIVERSITI (TETAP)
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A. PERSONAL DETAILS

UMK JOIN DATE	01-Dec-2009
DATE OF APPOINTMENT FOR CURRENT POSITION	06-May-2001
DATE OF CONFIRMATION FOR CURRENT POSITION	31-Jul-2011
EDUCATION(S)	• **(2018) UNIVERSITI TEKNOLOGI MALAYSIA** IJAZAH DOKTOR FALSAFAH URBAN AND REGIONAL PLANNING • **(2004) UNIVERSITY OF QUEENSLAND, AUSTRALIA** IJAZAH SARJANA MANAGEMENT INTERNATIONAL HOTEL MANAGEMENT • **(1998) UNIVERSITY OF MASSACHUSETTS** IJAZAH SARJANA MUDA HOSPITALITI HOTEL & RESTAURANT MANAGEMENT • **(1992) SEK. SULTAN MAHMUD, KUALA TERENGGANU** SPM
GROUP OF EXPERTISE	• Hospitality Management (F0711080202) • Hospitality Management (F0711080202) • Operations Management, Strategy, Processes and Procedures (Including Ethics in Operation Management, Inventory Management and Control, JIT Operations, Lean Operations, Operation Research/Management Science) (F0711030407)
AWARD(S)	• Award Name: **Anugerah Jasa Bakti (AJB) Tahun 2021 (2022)** Awarded by: Universiti Malaysia Kelantan • Award Name: **Anugerah Perkhidmatan Cemerlang 2012 (2013)** Awarded by: Universiti Malaysia Kelantan
WORKING EXPERIENCE(S)	• MANAGEMENT TRAINEE | BERJAYA LANGKAWI BEACH & SPA RESORT 01-Jan-1999 - 01-Sep-1999 • ASSISTANT MANAGER | TANJUNG RHU RESORT 01-Oct-1999 - 01-Aug-2001 • TUTOR / Pensyarah | UNIVERSITI UTARA MALAYSIA 01-Sep-2001 - 30-Nov-2009 • VISITING LECTURER | KOLEJ TEKNOLOGI & PROFESIONAL INDRA KAYANGAN 01-Jul-2005 - 01-Feb-2008 • KETUA JABATAN/ HOSPITALITI | UNIVERSITI UTARA MALAYSIA 01-Jan-2008 - 30-Nov-2009 • Penyelaras Program Pelancongan | UMK 01-Aug-2011 - 01-Aug-2012
PROFESSIONAL MEMBERSHIP(S)	

B. TEACHING-LEARNING ACTIVITIES

	• AFT1023 - FOUNDATION OF MANAGEMENT • AFT1053 - PRINCIPLES OF MARKETING

COURSES TAUGHT	• AHS2013 - INTRODUCTION TO HOSPITALITY INDUSTRY • AHS3033 - HOSPITALITY PRODUCT DEVELOPMENT • AHS3053 - FACILITY MANAGEMENT • AHS3123 - PROFESSIONAL DEVELOPMENT IN HOSPITALITY • AHS4083 - CURRENT ISSUE IN HOSPITALITY • APT2013 - ENTREPRENEUR BEHAVIOR • APT3073 - RESEARCH METHODOLOGY • APT4098 - PRACTICAL TRAINING • ATS2013 - INTRODUCTION TO TOURISM INDUSTRY • ATS3033 - TOURISM PRODUCT DEVELOPMENT • ATS3043 - CONSUMER BEHAVIOR IN TOURISM • ATS4083 - CURRENT ISSUES IN TOURISM • ATS4093 - TOURISM ENTREPRENEURSHIP SEMINAR • ATS4112 - TOURISM RESEARCH PROJECT (I) • HFT10103 - FUNDAMENTAL OF MANAGEMENT • HFT10303 - MARKETING IN HOSPITALITY AND TOURISM • HFT20103 - ORGANIZATIONAL BEHAVIOR • HFT60103 - ADVANCED RESEARCH METHOD • HHB30103 - FOOD AND BEVERAGE COST CONTROL • HHP30102 - HOSPITALITY RESEARCH PROJECT (I) • HHP40103 - HOSPITALITY RESEARCH PROJECT (II) • HHS20303 - HALAL MANAGEMENT IN HOSPITALITY • HHS40103 - PROFESSIONAL DEVELOPMENT IN HOSPITALITY • HPT20403 - ENTERPRISE MANAGEMENT • HPT30103 - RESEARCH METHODOLOGY

C. RESEARCH AND DEVELOPMENT

JOURNAL(S)	1. Patwary A.K., Mohd Yusof M.F., Bah Simpong D., Ab Ghaffar S.F., Rahman, M. K.. (2023). Examining proactive pro-environmental behaviour through green inclusive leadership and green human resource management: an empirical investigation among Malaysian hotel employees. Journal of Hospitality and Tourism Insights . https://doi.org/10.1108/JHTI-06-2022-0213 2. Patwary A.K., Yusof M.F.B.M., Kamarudin L.M., Simpong D.B.B., Islam G.M.N., Rahman, M. K.. (2022). PLACE ATTACHMENT, HOST TOURISTS¿ INTERACTION AND RESIDENT WELCOMING ATTITUDE: A POST COVID-19 ASSESSMENT TOWARDS TOURISM RECOVERY IN LANGKAWI, MALAYSIA. Geojournal of Tourism and Geosites , Vol. 44(4) , pp. 1335-1341. https://doi.org/10.30892/gtg.44419-951 3. Mohd Yusof M.F., Kamarudin L.M., Patwary A.K., Mohamed A.E.. (2021). Measuring revisit intention of domestic tourists in langkawi UNESCO global Geopark, Malaysia: A road to sustainable tourism. Journal of Environmental Management and Tourism , Vol. 12 (4) , pp. 1052 - 1063. https://doi.org/10.14505//jemt.v12.4(52).18 4. Mohd Yusof M.F., Wong A., Ahmad, G., Che Aziz R., Hussain K.. (2020-03). Enhancing hospitality and tourism graduate employability through the 2u2i program. Worldwide Hospitality and Tourism Themes , Vol. 12(2) , pp. 137-144. https://doi.org/10.1108/WHATT-12-2019-0077 5. Naseh Ulwan, Mohd Fadil Mohd Yusof, Yulia Mandasari, Akrimullah Mubai. (2025-09). Culinary Journey: A Quantitative Analysis of Authentic Gastronomic Experiences in West Sumatra, Indonesia. Journal of Tourism, Hospitality and Environment Management (JTHEM) , Vol. 10 (41) , pp. 313-325. https://doi.org/10.35631/JTHEM.1041021 6. Dg Afsarizan Mahmud, Ellyster Abelter, Kang Yee Ming, Khairul Syafiq Ikwan, Mohd Fadil Mohd Yusof. (2024). Factors That Influence University Students¿ Attitudes Towards Fast-Food Consumption in Malaysia During the Recovery Period of COVID-19. Journal of Hospitality, Tourism and Wellness Studies , Vol. 1(1) , pp. 90-102. 7. Razali, N. A. M., Hasan, H., Awang, Khairil Wahidin, Mohd Yusof M.F.. (2024). Unveiling Islamic Hospitality: Insights From The Quran and Hadith. Journal of Tourism, Hospitality and Environment Management (JTHEM) , Vol. 9 , pp. 31- 42. https://doi.org/10/35631/JTHEM.937003 8. Nor Amira Mohd Razali, Khairil Wahidin Awang, Mohd Fadil Mohd Yusof, Hazriah Hasan. (2022). Understanding the concept of Islamic hospitality: A move towards Malaysia hotel's sustainability. Journal of Tourism, Hospitality & Culinary Arts (JTHCA) , Vol. 14(1) , pp. 175-186.
PROCEEDING(S)	1. 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. 2. Marican, N.D, Ali A.F.M., Che Aziz R., Mohd Yusof M.F.. (2023). Designing Value Proposition for Indigenous Inspired Spa Strategic Marketing: A Research Proposal. In Lecture Notes in Networks and Systems , pp. 333-340. Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-08093-7_22 3. Mohd Yusof M.F., Simpong, DB. (2021). Exploring the Potential of Pondok Institutions as an Islamic Spiritual Tourism Product-The Case of Malaysia. In Lecture Notes in Networks and Systems , pp. 722 - 730. Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-030-69221-6_54
BOOK(S)	1. Mohd Ikhwan Aziz, Mohd Fadil Mohd Yusof, Syarizal Abdul Rahim, Ahmad Syakir Junoh, Arifuddin Abdullah, Nur 'Izzati Mohd Amin, Mohammed Farhan bin Md Yusof, Nurul Ashikin binti Mohd Lukman, Normala binti Othman, Nur Hadirah Adlina binti Ab Halim, Noor Maziana binti Abdul Manaf, Nik Emi Rosyaida binti Nik Lah. (2024-12-05). Anugerah Keusahawanan Kementerian Pendidikan Tinggi 2023 Kategori C Anugerah Perusahaan Graduan Terbaik. Penerbit UMK. 2. Mohd Fadil Mohd Yusof, Abdullah Muhamed Yusoff, Nurul Fardila Abd Razak. (2022). Pengawalan Kos Perniagaan Restoran. UMK Press.

CHAPTER(S)	1. Sapsean Dwi Agustina, Mohd Fadil Mohd Yusof, Ghazali Ahmad. (2022). Implementation of the ASEAN Green Hotel Standard in Promoting Sustainable Tourism Development. In Contemporary Issues in Malaysian Tourism (pp. 102). UUM PRESS. 2. Derweanna Bah Simpong, Nur Azimah Othman, Mohd Fadil Mohd Yusof. (2022). Continuity in Traditional Food Practices of the Senoi Tribe: The role of Knowledge Transmission. In Contemporary Issues in Malaysian Tourism (pp. 130). UUM PRESS. 3. Mohd Yusof M.F., Sapsean Dwi Agustina, Hairul Nizam Ismail, Ahmad, G.. (2022). An Evaluation of Green Certification Program: A Study of Two Island Resorts in Malaysia and Indonesia. In Eurasian Business and Economics Perspectives. Eurasian Studies in Business and Economics (pp. 153-166). Springer Nature Switzerland AG 2023. https://doi.org/10.1007/978-3-031-14395-3_8
OTHER(S)	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. Mohd Fadil Mohd Yusof. (2025-02). Tingkat Kualiti Produk, Khidmat Sempena TMM2026. 3. Mohd Fadil Mohd Yusof. (2025-02). Kaji operasi restoran 24 jam elak jejas gaya hidup sihat. BH, New Straits Times Press (M) Bhd. 4. Mohd Fadil Mohd Yusof. (2024-08-20). Industri pelancongan perlu rangka laluan kerjaya tarik generasi muda. New Straits Times Press (M) Bhd.. 5. Mohd Fadil Mohd Yusof. (2021-09-20). Sex Education can combat dangers of online pornography. New Strait Times. 6. Mohd Fadil Mohd Yusof. (2021-05-21). Universiti Berperanan Melahirkan Golongan Intelek dan Pemikir. BERNAMA. 7. Mohd Fadil Mohd Yusof, Siti Salina Saidin, Siti Fatimah Ab Ghaffar, Nur Farihin Abd Hadi Khan, Nurul Hafizah Mohd Yasin. (2021). Islamic Hfittracker: Islamic Health and Fitness Tracker Mobile Application for Healthy Lifestyles. 8. Mohd Fadil Mohd Yusof, Marlisa Abdul Rahim. (2020). University Malaysia Kelantan (UMK)'s Engagement with the Kelantan State Government in Developing Community-Based Tourism (CBT). USM- SEASN.
RESEARCH(S)	1. A POPULATION STUDY OF COMMON TREESHREWS (SCANDENTIA: TUPAIA GLIS) USING NEXT GENERATION SEQUENCING DATA AND MICROSATELLITE MARKERS | MEMBER | RACE | 2012 2. CYBERLOAFING AND ITS IMPACTS ON COVID-19 WORK-FROM-HOME: AN EXPLORATORY STUDY AMONG PUBLIC WORKERS | MEMBER | UMK-FUND | 2020 3. DEVELOPING A FRAMEWORK FOR PROACTIVE PRO-ENVIRONMENTAL BEHAVIOUR AMONG HOTEL EMPLOYEES: MODERATED BY PSYCHOLOGICAL BREACH CONTRACT | MEMBER | UMK-FUND | 2021 4. DEVELOPMENT OF VENTURE CREATION IN FAMILY BUSINESS AND TRANSGENERATION ENTREPRENEIRSHIP | HEAD | CRGUTM | 2020 5. JOHOR SEBAGAI PUSAT WARISAN BUDAYA ORANG KANAQ DUNIA | MEMBER | CRGUTM | 2020
SUPERVISION	• **AN EXPLORATORY RESEARCH ON PRESERVING TRADITIONAL FOODS TO SUPPORT THE DEVELOPMENT OF HERITAGE TOURISM IN KELANTAN** | MAIN SUPERVISOR FOR A PHD'S STUDENT • **Analysis Of Tourism Supporting Factors Development At Air Manis Beach West Sumatera** | MAIN SUPERVISOR FOR A PHD'S STUDENT • **COST EFFICIENCY OF GREEN PRACTICES: ESTIMATION OF COST SAVING FROM ADOPTION OF GREEN PRACTICES BY HOTELS IN MALAYSIA** | CO SUPERVISOR FOR A PHD'S STUDENT • **ECOTOURISM DEVELOPMENT STRATEGY CONCERNING MANGROVE FOREST** | MAIN SUPERVISOR FOR A MASTER'S STUDENT • **Gastrotectural Framework Construction And Entrepreneurial Strategies In Territorial Culinary Tourism Model To Strengthen Sustainable Tourism Based On Regional Potential Of West Sumatera Indonesia** | MAIN SUPERVISOR FOR A PHD'S STUDENT • **Pengembangan Pariwisata Berbasis Community Based Tourism di Provinsi Sumatera Barat** | MAIN SUPERVISOR FOR A PHD'S STUDENT • **TOURIST ACCOMMODATION AND RETENTION IN THE NIGERIA HOSPITALITY INDUSTRY** | MAIN SUPERVISOR FOR A MASTER'S STUDENT
RESEARCH AWARD (S)	• Product Name: Best Paper Award: TOURIST SATISFACTION TOWARDS AUTHENTICITY OF LOCAL FOOD IN KELANTAN Award: GOLD Role: Member Exhibition Name: Hospitality, Tourism and Wellness Colloquium 5.0 • Product Name: Best Paper award- THE INFLUENCE OF SOCIAL MEDIA TOWARDS TRAVEL INTENTION AMONG UNIVERSITY STUDENTS IN MALAYSIA Award: SILVER Role: Member Exhibition Name: Hospitality, Tourism and Wellness Colloquium 5.0 • Product Name: Islamic HFITTRACKER: ISLAMIC HEALTH AND FITNESS TRACKER MOBILE APPLICATION FOR HEALTHY FITNESS Award: BRONZE Role: Head Exhibition Name: Carnival Research Innovation (CRI 2021) • Product Name: Islamic HFITTRACKER: ISLAMIC HEALTH AND FITNESS TRACKER MOBILE APPLICATION FOR HEALTHY FITNESS

	Award: BRONZE Role: Head Exhibition Name: Carnival Research Innovation (CRI 2021)

D. CONSULTATION

CONSULTATION(S)	1. PROJEK PERUNDINGAN PROGRAM UMK GRADUATE EMPLOYABILITY ACCELERATION TRAINING (GREAT) - PENSIJILAN PROFESSIONAL SIJIL PENTAULIAHAN EKSEKUTIF HALAL DAN PROGRAM BERASASKAN KEMAHIRAN ASAS PENGENDALIAN MAKANAN | HEAD | 2022

E. COMMUNITY SERVICES

COMMUNITY SERVICES	