PUAN NURUL AZIAH BINTI AHMAD (01093A)
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A. PERSONAL DETAILS

UMK JOIN DATE	16-Dec-2013
DATE OF APPOINTMENT FOR CURRENT POSITION	16-Dec-2013
DATE OF CONFIRMATION FOR CURRENT POSITION	04-Apr-2017
EDUCATION(S)	• **()** INTERNATIONAL ENGLISH LANGUAGE TESTING SYSTEM • **(2013) UNIVERSITI TEKNOLOGI MARA** IJAZAH SARJANA PENGURUSAN PELANCONGAN TOURISM PLANNING & DEVELOPMENT • **(2011) UITM** IJAZAH SARJANA MUDA • **(2004) SM TEKNIK SUNGAI PETANI 2, KEDAH** SPM
GROUP OF EXPERTISE	
AWARD(S)	
WORKING EXPERIENCE(S)	
PROFESSIONAL MEMBERSHIP(S)	

B. TEACHING-LEARNING ACTIVITIES

COURSES TAUGHT	• AFT1023 - FOUNDATION OF MANAGEMENT • AFT1053 - PRINCIPLES OF MARKETING • ATS3033 - TOURISM PRODUCT DEVELOPMENT • ATS3053 - TRAVEL AND TOURS MANAGEMENT • ATS4103 - CULTURE AND HERITAGE TOURISM • ATS4112 - TOURISM RESEARCH PROJECT (I) • ATS4113 - TOURISM RESEARCH PROJECT (II) • HFT40102 - STUDENT IN ENTERPRISE PROGRAM (SIEP) • HPT30203 - VOLUNTEERISM • HPT30303 - PRODUCT INNOVATION • HPT40108 - INDUSTRIAL TRAINING • HTA40203 - MEETING, INCENTIVE, CONVENTION & EXHIBITION (MICE) • HTA40303 - BUSINESS DEVELOPMENT FOR VISITOR ATTRACTION AND RESORT • HTP30102 - TOURISM RESEARCH PROJECT (I) • HTP40103 - TOURISM RESEARCH PROJECT (II) • HTS10103 - INTRODUCTION TO TOURISM INDUSTRY • HTS20103 - TRAVEL AND TOURS MANAGEMENT • HTS30103 - VISITOR ATTRACTION AND RESORT MANAGEMENT • HTS30203 - TOURISM PLANNING AND DEVELOPMENT

C. RESEARCH AND DEVELOPMENT

JOURNAL(S)	1. Mohamad Pirdaus Yusoh, Nurul Padila Arifin, Aikal Liyani Mohd Rasdi, Nurul Aziah Ahmad, Norizan Musa, Haziqah Nur Syahirah Joshep. (2025-12). Penerimaan komuniti tempatan terhadap agropelancongan: kajian kes di Kampung Mesilou, Kundasang, Sabah. Journal Of Tourism, Hospitality and Environment Management (JTHEM) , Vol. 10(42) , pp. 262-276. https://doi.org/10.35631/JTHEM.1042017 2. Putri Nur Ania Binti Mohd Ali, Zaharah Mohamed Rani, Khairun Najiah Ahmad, Siti Aisah Abas, Nurul Aziah Ahmad. (2024-09). Understanding Younger Generations¿ Perceived Service Quality, Value, and Satisfaction in Coffee Shops in Kota Bharu, Kelantan. An Empirical Analysis of Young Generations¿ Perceptions. ESTEEM Journal of Social Sciences and Humanities , Vol. 8 , pp. 13-30.
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. Muhammad N.H., Halim M.H.A., Nur Syahirah Mohd Nawi, Rasdi, A.L.M., Ahmad, N. A.. (2023). Encountering Jaycustomer at Hospitality Business: The Roles of Staffs¿ Experience and Age in Determining Workplace Stress. In Lecture Notes in Networks and Systems , pp. 805 - 814. Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-26956-1_75 3. Nur Syamiera Najwa Napiza, Nur Syazwani Alin, Nur Syazwina Ezzwin Hamiruddin, Nur 'Ain 'Adilah Che Zahir, Nurul Aziah Ahmad. (2023). The Impact of Service Quality AIRQUAL Model Towards Malaysia Airlines Customers' Satisfaction. In Hotwec 7.0 Sustainably Nurturing Tourism, Hospitality and Wellness , pp. 1143-1160. Fakulti Hospitaliti, Pelancongan dan Kesejahteraan. 4. Nuraini Hussin, Nuralisha Nadia Mohd Khari, Nuratika Mawallil, Nureen Shahirah Mohamad, Nurul Aziah Ahmad. (2023). A Study on Tourist Satisfaction Towards Ferry Services in Langkawi. In Hotwec 7.0 Sustainably Nurturing Tourism, Hospitality and Wellness , pp. 1161-1172. Fakulti Hospitaliti, Pelancongan dan Kesejahteraan. 5. Nurfaizatul Fatieha Mohd Syukri, Nurfarisha Alia Bakri, Nurfitrah Akma Laila Azmi, Nurhanis Alia Isram, Nurul Aziah Ahmad. (2023). Examining Customer Satisfaction Toward Quality Service at Zamburger Hotel: A Quantitatiive Study. In Hotwec 7.0 Sustainably Nurturing Tourism, Hospitality and Wellness , pp. 1173-1187. Fakulti Hospitaliti, Pelancongan dan Kesejahteraan. 6. Nurhazirah Jabir, Nurhidayah Mohamad Nasir, Nurnadhirah Muhammad, Nurul Afiqah Shamsuddin, Nurul Aziah Ahmad. (2023). Understanding the Effectiveness of Marketing Communication Towards Tourist Decision-Making to Visit Min House Camp. In Hotwec 7.0 Sustainably Nurturing Tourism, Hospitality and Wellness , pp. 1188-1201. Fakulti Hospitaliti, Pelancongan dan Kesejahteraan. 7. Siti Nurzahira Che Tahrim, Afifah Hanim Md Pazil, Nik Noorhazila Nik Mud, Nurul Aziah Ahmad. (2023). Assessment Automation for Coursework Assignments. In Teaching and Leaning Innovation Festival 2022 , pp. 222 - 228. UTP Press. 8. Muhammad Hasif, Tay Swee Sin, Tharmini, Tuan Pah Nur Farahin, Nurul Aziah Ahmad. (2022). Tourists' Acceptance Of Service Robots In Malaysia. In E-PROCEEDING HoTWeC 6.0 , pp. 813-821. FACULTY OF HOSPITALITY, TOURISM AND WELLNESS, UNIVERSITI MALAYSIA KELANTAN. 9. Mohamad Nasaruddin Mohamad Zain, Mohamad Sauffi Ahmad, Nuraisyah Abd Rahman, Nurashira Muhamad Jungaswaar, Nurul Aziah Ahmad. (2022). Understanding The Tourist's Perception of Sabah as A Safe and Secure Tourism Destination In Sabah. In E-PROCEEDING HoTWeC 6.0 , pp. 1325-1344. FACULTY OF HOSPITALITY, TOURISM AND WELLNESS, UNIVERSITI MALAYSIA KELANTAN. 10. Nur Syahida Adila Zulkefili, Nuratikah Abdullah, Rohaya Jonaidey, Muhamad Azmi Mohd Azlani, Nurul Aziah Ahmad. (2022). Factors Affecting Youth Traveler Satisfaction Towards Tourist Attractions in Langkawi Island. In E-PROCEEDING HoTWeC 6.0 , pp. 1307- 1317. FACULTY OF HOSPITALITY, TOURISM AND WELLNESS, UNIVERSITI MALAYSIA KELANTAN. 11. Nur Saidatul Akhmar Binti Abd Wahab, Nur Shuhada Binti Saufi, Nur Syafatin Binti Zaim, Muhammad Aiman Syahmi Bin Mohd Amran, Nurul Aziah Ahmad. (2022). Understanding Tourism Impact Towards Natural Environment Case in Sedim River. In E-PROCEEDING HoTWeC 6.0 , pp. 1318-1324. FACULTY OF HOSPITALITY, TOURISM AND WELLNESS, UNIVERSITI MALAYSIA KELANTAN.
BOOK(S)	1. Nurnaddia Nordin, Nurhaiza Nordin, Nur Ilyana Amiiraa Nordin, Nurul Hafizah Mohd Yasin, Siti Zamanira Mat Zaib, Fadhilahanim Aryani Abdullah, Nurul Aziah Ahmad. (2026-05). Pemasaran Digital dan Media Sosial. Fakulti Keusahawanan dan Perniagaan, UMK. 2. Nurhaiza Nordin, Nurnaddia Nordin, Nur Ilyana Amiiraa Nordin, Nurul Aziah Ahmad. (2026-05). Pendaftaran Perniagaan. Fakulti Keusahawanan dan Perniagaan, UMK.
CHAPTER(S)	
OTHER(S)	1. Fadhilahanim Aryani Abdullah, Nurul Aziah Ahmad. (2025-12). BIE 11.0: Perkasa budaya inovasi dan keusahawanan pelajar UMK. Penerbitan Korporat UMK, Bahagian Penerbitan dan Pengurusan Laman Web, Pusat Komunikasi Korporat.. 2. Aikal Liyani Mohd Rasdi, Nurul Aziah Ahmad. (2025-12). Spectrum Tourism Excellence (SPECTRA) 2025. Penerbitan Korporat UMK, Bahagian Penerbitan dan Pengurusan Laman Web, Pusat Komunikasi Korporat.. 3. Nurul Aziah Ahmad. (2025-07). Open Day Penasihatan Akademik Bersama Pelajar FHPK 2025. Penerbitan Korporat UMK. 4. Nur Alissa Aisyah Nazri, Nurul Aziah Ahmad, Muhammad Amirul Hakim Ahmad Nordin, Nik Roid Nik Mustapha, Mohammad Farhan Syakir bin Mohd Bahtiar, Nur Aina Awatif Zahari, Nur Alya Humaira Mohd Noor, Nur Iffah Izzati Ahmad Saifulihshan, Nur Juriana Md Nor, Farhanida Atikah Rosli, Nurizzaty Maizatul Azwa Dzulkefli. (2025). Si cilik jelajah destinasi. Umk Press. 5. Rechel Geopery Dapun, Revathy A/P Seger, Rizq Fathan Adha Zaidi, Muhammad Izham Saiful Farid, Nurul Aziah Ahmad. (2024-12). The Potential of Tiktok Platform In Influencing Youth¿s Intention To Travel In Malaysia. UMK Press Universiti Malaysia Kelantan.

	6. Siti Aisah Muhamat, Shofni Maizad Mohamad, Sarah Shufaat Azman, Iznul Hazmeer Isrohayazit, Nurul Aziah Ahmad. (2024-12). Impact of Sustainable Tourism Development in Pantai Senok Towards Local Communities. UMK Press Universiti Malaysia Kelantan. 7. Nik Alif Amri Nik Hashim, Raja Norliana Raja Omar, Nurul Aziah Ahmad, Aikal Liyani Mohd Rasdi, Ruzanifah Kosnin, Nur Dalila Yusoff, Abdullah Muhamed Yusoff. (2021-05). Factors Affecting the Willingness to Purchase Green Products among University Undergraduates. Linguistica Antverpiensia.
RESEARCH(S)	1. DEVELOPING A NEW THEORITICAL FRAMEWORK OF STRESS FOR NURSING HOMES STAFF IN MALAYSIA | MEMBER | FRGS | 2017 2. EXAMINING THE TOURIST PERCEPTION OF SABAH AS A SAFE AND SECURE TOURIST DESTINATION | HEAD | UMK-FUND | 2022 3. PEMBANGUNAN PLATFORM IDEA REKABENTUK PRODUK | HEAD | UMK-FUND | 2020
SUPERVISION	
RESEARCH AWARD (S)	• Product Name: ICE CREAM YOGURT BUNGA TELANG Award: GOLD Role: Member Exhibition Name: International Research and Innovation Competition (InaRIC) in conjunction with International Conference and Exhibition (ICE 2023) • Product Name: COMMUNITY WAYFINDING AT DESA WISATA GAMPONG LUBOK SUKON, BANDA ACEH, INDONESIA : A SULAM PROJECT Award: SILVER Role: Member Exhibition Name: SULAM Innovate Showcase and Symposium (SUISS 2023) in conjunction with International Conference and Exhibition (ICE 2023) • Product Name: "RESPONSIBLE TOURIST 101" Award: SILVER Role: Member Exhibition Name: INTERNATIONAL COMPETITION ON SUSTAINABLE EDUCATION (SUSED) 2023 • Product Name: FACTORS THAT MOTIVATE RECREATION PARTICIPATION AMONG UMK STUDENTS Award: BRONZE Role: Member Exhibition Name: HoTWec 5.0 Colloquium • Product Name: EMPOWERING STUDENTS AS CATALYSTS FOR POSITIVE CHANGE IN SUSTAINABLE TOURISM EDUCATION THROUGH COMMUNITY ENGAGEMENT Award: BRONZE Role: Member Exhibition Name: INTERNATIONAL COMPETITION ON SUSTAINABLE EDUCATION (SUSED) 2023 • Product Name: ERUCA FOR COURSEWORK ASSIGNMENT Award: BRONZE Role: Member Exhibition Name: CARNIVAL OF RESEARCH AND INNOVATION (CRI2023) • Product Name: ASSESSMENT AUTOMATION FOR COURSEWORK ASSIGNMENTS Award: BRONZE Role: Member Exhibition Name: 8th Teaching and Learning Innovation Festival (TLIF) 2022 organised by Universiti Teknologi PETRONAS • Product Name: RAJA BERSIONG PALACE - A MYTHICAL RHAPSODY: ATTRACTING TOURISTS TO EXPERIENCE MALAYSIA'S DARK PAST Award: BRONZE Role: Head Exhibition Name: Carnival of Research and Innovation (CRI 2022) Special Edition • Product Name: FACTORS AFFECTING THE ACCEPTANCE OF MEDICAL TOURISM DESTINATION IN KUALA LUMPUR Award: BRONZE Role: Member Exhibition Name: HoTWec 5.0 Colloquium

D. CONSULTATION

CONSULTATION(S)	

E. COMMUNITY SERVICES

COMMUNITY SERVICES	