CIK NUR FARIHIN BINTI ABD HADI KHAN (01115A)
PENSYARAH UNIVERSITI (TETAP)
FACULTY OF HOSPITALITY, TOURISM AND WELLNESS
UNIVERSITI MALAYSIA KELANTAN KAMPUS KOTA
KARUNG BERKUNCI 36
PENGKALAN CHEPA

Email: farihin.ah@umk.edu.my
Tel: 09-7717000

Google Scholar: **J-ogKz4AAAAJ**

A. PERSONAL DETAILS

UMK JOIN DATE	09-Feb-2014
DATE OF APPOINTMENT FOR CURRENT POSITION	09-Feb-2014
DATE OF CONFIRMATION FOR CURRENT POSITION	04-Apr-2017
EDUCATION(S)	• **()** INTERNATIONAL ENGLISH LANGUAGE TESTING SYSTEM • **(2013) UNIVERSITI TEKNOLOGI MARA** IJAZAH SARJANA TOURISM MANAGEMENT • **(2010) UNIVERSITI TEKNOLOGI MARA** IJAZAH SARJANA MUDA TOURISM MANAGEMENT SCIENCE • **(2008) UNIVERSITI TEKNOLOGI MARA** DIPLOMA HOTEL MANAGEMENT • **(2003) SMK AGAMA MIRI** SPM
GROUP OF EXPERTISE	• Tourism Management (F0711080111) • Tourist Behaviour (F0711080114)
AWARD(S)	• Award Name: **Anugerah Perkhidmatan Cemerlang 2016 (2017)** Awarded by: Universiti Malaysia Kelantan
WORKING EXPERIENCE(S)	• Lecturer | Segi College Sarawak Sdn Bhd 01-May-2011 - 01-Dec-2011
PROFESSIONAL MEMBERSHIP(S)	

B. TEACHING-LEARNING ACTIVITIES

COURSES TAUGHT	• AFT1053 - PRINCIPLES OF MARKETING • AHS3033 - HOSPITALITY PRODUCT DEVELOPMENT • AHS3043 - CONSUMER BEHAVIOUR IN HOSPITALITY • AHS3063 - RESTAURANT MANAGEMENT AND FOOD SERVICE • AHS4083 - CURRENT ISSUE IN HOSPITALITY • APT4098 - PRACTICAL TRAINING • AWS3073 - SPA AND AROMATHERAPHY MANAGEMENT • HFT40102 - STUDENT IN ENTERPRISE PROGRAM (SIEP) • HHB30403 - FOOD CULTURE AND HERITAGE • HHP30102 - HOSPITALITY RESEARCH PROJECT (I) • HHP40103 - HOSPITALITY RESEARCH PROJECT (II) • HHS20103 - BASIC SERVING • HHS40103 - PROFESSIONAL DEVELOPMENT IN HOSPITALITY • HPT30303 - PRODUCT INNOVATION • HPT40108 - INDUSTRIAL TRAINING

	• HTB30103 - LEISURE AND RECREATION MANAGEMENT • HTB30203 - CONCEPT AND TRENDS IN TOURISM • HTP30102 - TOURISM RESEARCH PROJECT (I) • HTP40103 - TOURISM RESEARCH PROJECT (II) • HTS20203 - EVENT MANAGEMENT • HTS30303 - ECOTOURISM • HWP30102 - WELLNESS RESEARCH PROJECT (I)

C. RESEARCH AND DEVELOPMENT

JOURNAL(S)	1. Patwary A.K., Rasoolimanesh, S. M., Aziz, R.C., Mohamed, A, E, Nisar, Q. A., Khan, N.F.A.H.. (2023). Exploring tourists¿ ecocentric and anthropocentric attitudes towards green hotels: theory of planned behaviour and norm activation theory perspective. Asia Pacific Journal of Tourism Research , Vol. 28(8) , pp. 841 - 859. https://doi.org/10.1080/10941665.2023.2276472 2. Ab Ghani, Nurizzati, Muhamad Nasir, Muhamad Nasyat, Afthanorhan, Asyraf, Mohamad, Mahadzirah, Rasdi, A.L. M., Abd Hadi Khan, Nur Farihin, Pg Arshad, Pg Mohd Auza'e. (2023). Examining Service Quality at the Destination Level: The Case of Malaysia. Journal of Tourism Management Research , Vol. 10(1) , pp. 1-14. https://doi.org/10.18488/31.v10i1.3230 3. Nasir, M. N. M., Khan, N.F.A.H., Rasdi, A.L.M., Rahim, M. A., Kamaruddin M.. (2022). The Parallel Mediators of Tourist Satisfaction and Place Attachment on Perceived Value and Destination Loyalty Relationship. Geojournal of Tourism and Geosites , Vol. 45(4SPL) , pp. 1618 - 1624. https://doi.org/10.30892/gtg.454spl11-982 4. Purwanto, N., Amelia, A., Murtiani, R., Khan, N.F.A.H., Ronald, R.. (2022). The Importance of Justice Dimensions in Improving Customer Loyalty in Indonesia Aviation Industry. Review of Integrative Business and Economics Research , Vol. 12(3) , pp. 217-221. 5. Nor Maizana Mat Nawi, Nur Hafizah Muhammad, Nur Farihin Abd Hadi Khan, Nor Amira Mohd Razali, Harnidah Samengon. (2025-12-31). Examining the influence of airport physical environment on passenger satisfaction. Journal Of Tourism, Hospitality and Environment Management (JTHEM) , Vol. 10(42) , pp. 296-309. https://doi.org/DOI 10/35631/JTHEM.1042019 6. MUHAMMAD FIRDAUS BIDIN, AIKAL LIYANI MOHD RASDI, Nik Alif Amri Nik Hashim, MUHAMAD NASYAT MUHAMAD NASIR, Zaimatul Awang, Mohd Hakam Nazir, Nur Farihin Abd Hadi Khan. (2025-01-05). AI and Sustainable Economic Development: Balancing Growth and Responsibility. South Eastern European Journal of Public Health , Vol. XXVI, S1,2025 , pp. 106-111. https://doi.org/10.70135/seejph.vi.3336 7. Nik Madeeha Nik Mohd Munir, Nur Farihin Abd Hadi Khan, Nurul Izyan Mat Daud, Nor Asma Ahmad, Fatihah Mohd. (2023). Households Intention to Formally Dispose E-Waste Using Theory Planned Behavior. The Asian Journal of Professional and Business Studies , Vol. 4(2) , pp. 1-10. https://doi.org/10.61688/ajpbs.v4i2.123
PROCEEDING(S)	1. Norizan Musa, Nur Hafizah Muhammad, Nor Amira Mohd Razali, Nur Farihin Abd Hadi Khan. (2024-12). E-Proceeding Hospitality, Tourism and Wellness Colloquium 8.0 (HotWec 2024) - Hospitality. In E Proceeding Hospitality, Tourism & Wellness Colloquium 8.0 (HoTWeC 2024) , pp. 1-279. UMK Press. 2. Nasir, M. N. M., Khan, N.F.A.H., Abdullah, F. A., Rasdi, A.L.M., Zainol, N. R.. (2023). Developing a Conceptual Framework: The Case of Gastronomic Tourism in Malaysia Among International Tourists from the United Kingdom. In Lecture Notes in Networks and Systems , pp. 837-843. Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-08093-7_55 3. Khan, N.F.A.H., Aziz Y.A., Rahman A.A., Said R., Munir, N. M. N. M. (2023). A Qualitative Approach to Develop an Assessment Instrument for Homestay Operators¿ Environmental Behaviour. In Lecture Notes in Networks and Systems , pp. 507-524. Springer Science and Business Media B.V.. https://doi.org/23673370 4. Muhamad Nasyat Muhamad Nasir, Aikal Liyani Mohd Rasdi, Nur Farihin Abd Hadi Khan, Marlisa Abdul Rahim, Mardhiah Kamaruddin. (2023). Linking the Relationships Between Perceived Value and Destination Loyalty in Langkawi Island: Mediating Role of Place Attachment and Tourist Satisfaction. In InCEBT: International Conference on Entrepreneurship, Business and Technology , pp. 279¿286. Springer Singapore. https://doi.org/10.1007/978-981-99-2337-3_24 5. Nuriffah Afiqah Yunos, Nurnisa Alis Mohamad Roshidi, Nurfatriah Hassan, Nurmaisarah Mohd Noor, Nur Farihin Abd Hadi Khan. (2022). Perception of Health and Safety Precautions for Post- Pandemic Malaysia Domestic Travelling Decision. In E-PROCEEDING HoTWeC 6.0 , pp. 617 - 627. Faculty of Hospitality, Tourism and Wellness Universiti Malaysia Kelantan. 6. Ismail, Nuranina, Azmi, Nurazwani, Abd Roni, Nurathirah, Nur Farihin Abd Hadi Khan. (2022). Factors Influencing Students¿ Satisfaction in Using E- Learning for Hospitality and Tourism Practical-Based Courses. In E-PROCEEDING HoTWeC 6.0 , pp. 606 - 616. Faculty of Hospitality, Tourism and Wellness Universiti Malaysia Kelantan. 7. Nur Farihin Abd Hadi Khan, Muhamad Nasyat Muhamad Nasir, Nik Madeeha Nik Mohd Munir, Aikal Liyani Mohd Rasdi. (2022). A conceptual diagram of Homestay stakeholder¿s interaction in inducing environmental behaviour. , pp. 1-16. UiTM Press. 8. Nurul Farhana Norzelan, Nurul Farhana Khairani Jamaludin, Nurul Deeza Saipudi, Hema Priya Sellvam, Nur Farihin Abd Hadi Khan. (2022). The Influence of Motivation Factors Towards Post-Pandemic Screen Tourism. In E-PROCEEDING HoTWeC 6.0 , pp. 628 - 638. Faculty of Hospitality, Tourism and Wellness Universiti Malaysia Kelantan.
BOOK(S)	1. Nur Farihin Abd Hadi Khan, NOR MAIZANA MAT NAWI, DERWEANNA BAH SIMPONG, Mazne Ibrahim, Nurul Fardila Abd Razak, Nor Amira Mohd Razali, Harnidah Samengon, Nur Hafizah Muhammad, Nurashikin A. Ridzuan. (2025-12). Serving Made Simple: The Preparation. AFARI ENTERPRISE. 2. Khan, N.F.A.H., Razali, N. A. M., Rashid, A. F. A, Ridzuan, N. A., Rahim, N. C. A., Rasdi, A.L.M., Samengon, H., Nazir, Mohd Hakam. (2024). The Art of Product Innovation For Beginners. Ricom Trading.

CHAPTER(S)	1. Nur Farihin Abd Hadi Khan, Nor Amira Mohd Razali, Ahmad Faezi Bin Ab. Rashid, Nurashikin A. Ridzuan, Norsyamlina Che Abdul Rahim, Aikal Liyani Mohd Rasdi, Harnidah Samengon, Mohd Hakam Nazir. (2024). The Art of Product Innovation for Beginners. (pp. 1-86). Ricom Trading. 2. Aziz, R.C., Zainuddin, S. A., Karim Patwary A., Khan, N.F.A.H., Nawi N.C.. (2024). Global Research Trends in Digitalization and Environmental Practice by Homestay Business: A Bibliometric Analysis. In Technology-Driven Business Innovation: Unleashing the Digital Advantage (pp. 339 - 350). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-62656-2_30 3. Nurul Hafizah Mohd Yasin, Mazne Ibrahim, Nur Farihin Abd Hadi Khan, Zaimatul Awang, Mohd Hafzal Abdul Halim, Siti Salina Saidin. (2023). From Waste to Health: An Innovation of High-Fiber Biscuit Using Brown Rice and Banana Peel. In Contributions to Management Science (pp. 675¿684). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-27296-7_61 4. Nurul Hafizah Mohd Yasin, Nur Farihin Abd Hadi Khan. (2023). Chapter 6: Business Models for Social Entrepreneurship in Tourism. In Social Entrepreneurship and Social Innovation in Eco-Tourism (pp. 85¿97). Springer, Singapore. https://doi.org/10.1007/978-981-99-1827-0
OTHER(S)	1. Nor Maizana Mat Nawi, Nurul Fardila Abd Razak, Harnidah Samengon, Nur Farihin Abd Hadi Khan. (2025-12). Sentuhan Inspirasi Bersama Chef Rene Johari: Dari Buku ke Pinggan. 2. Nur Aliah Mansor, Nur Farihin Abd Hadi Khan. (2022-10). Kuasa viral penyelamat industri pelancongan. MASMED UiTM. 3. Mansor, Nur Aliah, Khan, N.F.A.H., Razali, N. A. M.. (2022). The Ultimate 12-hour Guide for the Train to Dabong. Faculty of Management Studies, Sabaragamuwa University of Sri Lanka. 4. Nurul Hafizah Mohd Yasin, Derweanna Bah Simpong, Nur Farihin Abd Hadi Khan, Mazne Ibrahim. (2021-12-15). Rizbrunana: Advances In High-Fibre Biscuit Using Brown Rice And Banana Peel. RESEARCH MANAGEMENT INNOVATION CENTRE (RMIC). 5. 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. 6. Fadhilahanim Aryani Abdullah, Noor Raihani Zainol, Nur Farihin Abd Hadi Khan, Muhamad Nasyat Muhamad Nasir, Aikal Liyani Mohd Rasdi. (2021). Tmcas Model: Reimaging An Impactful Virtual Collaborative Project Based Learning In Teaching Entrepreneurship.
RESEARCH(S)	1. DEVELOPING A MINIMUM STANDARD OF ENVIRONMENTAL PRACTICES (MSOEP) FOR LOCAL HOMESTAY PROVIDERS TO IMPLEMENT GREEN PRACTICES | MEMBER | PRGS | 2022 2. DEVELOPING A MINIMUM STANDARD OF ENVIRONMENTAL PRACTICES (MSOEP) FOR LOCAL HOMESTAY PROVIDERS TO IMPLEMENT GREEN PRACTICES | MEMBER | UMK-PRO | 2022 3. FOSTERING SOCIO-ECONOMIC ACTIVITIES AND COMMUNITY INVOLVEMENT IN NATIVE BASED TOURISM PRODUCT AMONG ORANG ASLI | MEMBER | FRGS | 2017 4. INVESTIGATION OF AWARENESS AND KNOWLEDGE ON GREEN ACTIVITIES AND CURRENT GREEN PRACTICES BY HOMESTAY OPERATORS | HEAD | SGJP | 2016 5. RESPONSIBLE TOURISM AND DESTINATION SUSTAINABILITY TOWARDS QUALITY OF LIFE AMONG LOCAL COMMUNITY | MEMBER | UMK-FUND | 2022 6. RESPONSIBLE TOURISM AND DESTINATION SUSTAINABILITY TOWARDS QUALITY OF LIFE AMONG LOCAL COMMUNITY | MEMBER | UMK-FUND | 2022 7. THE PARALLEL MEDIATORS OF TOURIST SATISFACTION AND PLACE ATTACHMENT ON PERCEIVED VALUE AND DESTINATION LOYALTY RELATIONSHIP | MEMBER | UMK-FUND | 2021 8. THE PARALLEL MEDIATORS OF TOURIST SATISFACTION AND PLACE ATTACHMENT ON PERCEIVED VALUE AND DESTINATION LOYALTY RELATIONSHIP | MEMBER | UMK-FUND | 2022
SUPERVISION	• **Gastrotectural Framework Construction And Entrepreneurial Strategies In Territorial Culinary Tourism Model To Strengthen Sustainable Tourism Based On Regional Potential Of West Sumatera Indonesia** | CO SUPERVISOR FOR A PHD'S STUDENT • **IDENTIFICATION OF CHALLENGES HINDERING DEVELOPMENT ON THE HOSPITALITY INDUSTRY IN NIGERIA** | CO SUPERVISOR FOR A MASTER'S STUDENT
	• Product Name: Rizbrunana: Advances in High Fibre Biscuit using Brown Rice and Banana Peel Award: GOLD Role: Member Exhibition Name: Virtual Innovation Competition 2021 • Product Name: Rizbrunana: From Waste to Healthy High Fibre Biscuit Award: GOLD Role: Member Exhibition Name: International Virtual Expo of Innovation Product and System Design 2021 • Product Name: Rizbrunana: Advances in High Fibre Biscuit using Brown Rice and Banana Peel Award: GOLD Role: Member Exhibition Name: International Exhibition & Symposium on Productivity, Innovation, Knowledge & Education • Product Name: BIE Innovators Award: GOLD Role: Member Exhibition Name: Carnival of Research and Innovation (Special Edition) 2022 • Product Name: RIZBRUNANA HIGH FIBRE BISCUIT: FROM WASTE TO HEALTH Award: GOLD Role: Member Exhibition Name: Virtual International Research and Innovation Symposium and Exposition (RISE) 2022

RESEARCH AWARD (S)	• Product Name: Rizbrunana High Fibre Biscuit: From waste to health Award: GOLD Role: Member Exhibition Name: PECIPTA'22 • Product Name: Rizbrunana: Advances in High Fibre Biscuit using Brown Rice and Banana Peel Award: GOLD Role: Member Exhibition Name: Carnival of Research and Innovation (Virtual International Edition) • Product Name: Rizbrunana High Fibre Biscuits: From Waste to Health Award: GOLD Role: Member Exhibition Name: MTE 2022 SDG International Innovation Awards & Expo • Product Name: Advances in High-Fibre Biscuit using Brown Rice and Banana Peel: From Waste to Health Award: GOLD Role: Member Exhibition Name: Carnival of Research and Innovation CRI2022 (Special Edition) • Product Name: ADVANCES IN HIGH-FIBRE BISCUIT USING BROWN RICE AND BANANA PEEL: FROM WASTE TO HEALTH Award: SPECIAL Role: Member Exhibition Name: Carnival of Research and Innovation (CRI 2022) Special Edition • Product Name: Rizbrunana High Fibre Biscuit : From Waste to Health Award: SPECIAL Role: Member Exhibition Name: Virtual International Research and Innovation Symposium and Exposition (RISE) 2022 • Product Name: THE HYFLEX INDUSTRY CAMPUS-AWAY MODE PROGRAMME:HICAMP (2U21) APPRENTICE Award: SILVER Role: Head Exhibition Name: INTERNATIONAL UNIVERSITY CARNIVAL ON E-LEARNING (IUCEL) 2023 • Product Name: BASIC SERVING INTERACTIVE GAME-BASED LEARNING Award: SILVER Role: Head Exhibition Name: Carnival of Research and Innovation CRI2022 (Special Edition) • Product Name: DEVELOPING A CONCEPTUAL MODEL OF DESTINATION LOYALTY: A MULTI- STAGE OF PARALLEL MEDIATORS Award: SILVER Role: Member Exhibition Name: Carnival of Research and Innovation CRI2022 (Special Edition) • Product Name: Rizbrunana: Advances in High Fibre Biscuit using Brown Rice and Banana Peel Flour Award: SILVER Role: Member Exhibition Name: The 1st International Business and Management Virtual Innovation & Invention of Ideas Competition (VIIIC 2021) • Product Name: TMCAS MODEL : REIMAGING AN IMPACTFUL VIRTUAL COLLABORATIVE PROJECT BASED LEARNING IN TEACHING E ENTREPRENEURSHIP Award: SILVER Role: Member Exhibition Name: Carnival of Research and Innovation (Virtual International Edition) • Product Name: Rizbrunana High Fibre Biscuit: From waste to health Award: SILVER Role: Member Exhibition Name: Virtual Research and innovation UniMAP (EREKA) 2022 • Product Name: Banana Peel Massage Soap: From Waste to Health Award: SILVER Role: Member Exhibition Name: Carnival of Research and Innovation CRI2022 (Special Edition) • Product Name: ISLAMIC HFITTRACKER: ISLAMIC HEALTH AND FITNESS TRACKER MOBILE APPLICATION FOR HEALTHY LIFESTYLES Award: BRONZE Role: Member Exhibition Name: Carnival of Research and Innovation (Virtual International Edition)

D. CONSULTATION

CONSULTATION(S)	1. 1ST INTERNATIONAL CONFERENCE ON HOSPITALITY, TOURISM AND WELLNESS & 4TH HOSPITALITY AND TOURISM CONFERENCE | MEMBER | 2021 2. PROGRAM KEUSAHAWANAN ENTREPRENEURSHIP CO-EXISTANCE TRAINING PROGRAM (ECTP) | MEMBER | 2021 3. RUMAH TAMU MASJID BANDAR JELI DAN KHIDMAT KOMUNITI | MEMBER | 2022

E. COMMUNITY SERVICES

COMMUNITY SERVICES	