CIK ZAIMATUL BINTI AWANG (01117A)
PENSYARAH UNIVERSITI (TETAP)
FACULTY OF HOSPITALITY, TOURISM AND WELLNESS
UNIVERSITI MALAYSIA KELANTAN KAMPUS KOTA
KARUNG BERKUNCI 36
PENGKALAN CHEPA

Email: zaimatul@umk.edu.my
Tel: 09-7717207

Scopus ID: **57210733622**
Google Scholar: **hZo9sYIAAAAJ**

A. PERSONAL DETAILS

UMK JOIN DATE	09-Feb-2014
DATE OF APPOINTMENT FOR CURRENT POSITION	09-Feb-2014
DATE OF CONFIRMATION FOR CURRENT POSITION	22-Aug-2017
EDUCATION(S)	• **()** INTERNATIONAL ENGLISH LANGUAGE TESTING SYSTEM • **(2013) UNIVERSITI TEKNOLOGI MARA** IJAZAH SARJANA TOURISM MANAGEMENT • **(2012) UNIVERSITI TEKNOLOGI MARA** IJAZAH SARJANA MUDA TOURISM MANAGEMENT • **(2010) UNIVERSITI TEKNOLOGI MARA** DIPLOMA TOURISM MANAGEMENT • **(2005) SMK(A) LIMAUAN KIMANIS MEMBAKUT** SPM
GROUP OF EXPERTISE	
AWARD(S)	
WORKING EXPERIENCE(S)	
PROFESSIONAL MEMBERSHIP(S)	

B. TEACHING-LEARNING ACTIVITIES

COURSES TAUGHT	• AFT2083 - OPERATION MANAGEMENT • APT4098 - PRACTICAL TRAINING • ATS2013 - INTRODUCTION TO TOURISM INDUSTRY • ATS3023 - EVENT MANAGEMENT • ATS3043 - CONSUMER BEHAVIOR IN TOURISM • ATS3053 - TRAVEL AND TOURS MANAGEMENT • ATS4103 - CULTURE AND HERITAGE TOURISM • HFT40102 - STUDENT IN ENTERPRISE PROGRAM (SIEP) • HPI40207 - SYSTEM APPLICATION • HPI40407 - SERVICE QUALITY • HPT20103 - HUMAN RESOURCE MANAGEMENT • HPT20403 - ENTERPRISE MANAGEMENT • HPT30203 - VOLUNTEERISM • HPT40108 - INDUSTRIAL TRAINING • HTA40303 - BUSINESS DEVELOPMENT FOR VISITOR ATTRACTION AND RESORT • HTP30102 - TOURISM RESEARCH PROJECT (I) • HTP40103 - TOURISM RESEARCH PROJECT (II) • HTS20103 - TRAVEL AND TOURS MANAGEMENT • HTS20203 - EVENT MANAGEMENT

C. RESEARCH AND DEVELOPMENT

JOURNAL(S)	1. Patwary, A. K, Parvez, M.O, Zaimatul Awang, Muhammad Firdaus Bidin. (2025-07). Navigating Financial Performance in the Culinary Industry: Does Web 2.0 Matter?. JOURNAL OF CULINARY SCIENCE & TECHNOLOGY , Vol. 23(4) , pp. 955-973. https://doi.org/10.1080/15428052.2024.2361693 2. Zulkefli, N. S., Awang, Z., Suffarruddin, S. H.. (2023). The Innovation Elements of Homestay Programmes on the East Coast of Malaysia. Academica Turistica - Tourism and Innovation Journal (AT-TIJ) , Vol. 16(2) , pp. 233-246. https://doi.org/10.26493/2335-4194.16.233-246 3. Roslizawati Che Aziz, Nik Alif Amri Nik Hashim, KUNJURAMAN, VELAN, MAT NAWI, NOR MAIZANA, Zaimatul Awang, Raja Norliana Raja Omar. (2020). The Role Of Motivation For The Engagement In Outdoor Recreation: Empirical Evidences From Higher Education Students. JOURNAL OF ARCHAEOLOGY , Vol. 17(9) , pp. 1917-1930. 4. Zainuddin, S. A., Nik Hashim, Nik Alif Amri, Abdullah, Tahirah, Siti Rohana Mohamad, Nur Izzati Mohamad Anuar, Siti Nurul Shuhada Deraman, Zaimatul Awang. (2020). Risk Management as Governmentality in Organization. International Journal of Engineering Research and Technology , Vol. 13(12) , pp. 4439-4449. 5. Nik Alif Amri Nik Hashim, Ramlee, S.I.F., Yusoff, A.M, Normaizana Mat Nawi, Zaimatul Awang, Zainuddin, S. A., Abdullah, Tahirah, Ahmad, G., Rahim, M. A., Boyd Sun Fatt. (2019-11). Test Engineering and Management. , Vol. 59(6) , pp. 1014-1021. 6. Amir Faisal Ahamed Latfi, Ma'asor @ Mansor, Myzatul Aini, Nik Alif Amri Nik Hashim, Zaimatul Awang, Aikal Liyani Mohd Rasdi, Nor Maizana Mat Nawi, Mohamad Pirdaus Yusoh. (2025-09-30). A Consumption Value Perspective on Malacca¿s Street Food Tourism. Journal of Hospitality, Tourism and Wellness Studies , Vol. 3(2) , pp. 1-8. https://doi.org/10.70944/jhtw.v3i2 7. 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 , pp. 106-111. https://doi.org/10.70135/seejph.vi.3336 8. Boyd Sun Fatt, Nik Alif Amri Nik Hashim, Mohd Ariff Alias, Zaimatul Awang, Fauzan Hafiz Muhammad Safri, Shirley Bakansing, Rovitha Godou, Grace Sinidol. (2021). Visitor Revisit Intention and Perceived Values towards Tunku Abdul Rahman Marine Park, Sabah. Journal of Contemporary Issues in Business and Government , Vol. 27 (2) , pp. 4769-4780. https://doi.org/10.47750/cibg.2021.27.02.498
PROCEEDING(S)	1. Nurul Fazlina, Nurul Farhana Binti Zuraidi, Nurul Hidayah Binti Othman, Nurul Izzah Binti Zulkefli, Zaimatul Awang. (2023). The Factors Influencing Tourist Visitation Among Tourists A Case Study In Kelantan, Malaysia. In Hotwec 7.0 Sustainably Nurturing Tourism, Hospitality and Wellness , pp. 1233-1251. Faculty of Hospitality, Tourism and Wellness. 2. Nurul Awanis Uweishah Binti Mat Noor, Nurul Athirah Binti Azman, Nurul Ayu Wahidah Binti Hanifah, Nurul Arisya Binti Mohamad Ali, Zaimatul Awang. (2023). The factors influencing the tourism development in Genting Highland. In Hotwec 7.0 Sustainably Nurturing Tourism, Hospitality and Wellness , pp. 1219-1232. Faculty of Hospitality, Tourism and Wellness. 3. Nurul Ain Binti Romli, Nurul Aina Binti Rosli, Nurul Amirah Binti Hamid, Nurul Aina Afifah Binti Halim, Zaimatul Awang. (2023). Factor affecting tourism development in Kelantan after Covid-19. In Hotwec 7.0 Sustainably Nurturing Tourism, Hospitality and Wellness , pp. 1208-1218. Faculty of Hospitality, Tourism and Wellness. 4. Nurul Izzati Syuhada Binti Abd Basir, Nurul Nabila Binti Azman, Nurul Nabila Binti Jamaluddin, Nurul Nadia Izzah Binti Shafie, Zaimatul Awang. (2023). Factor Influencing the Development in Kota Bharu, Kelantan. In Hotwec 7.0 Sustainably Nurturing Tourism, Hospitality and Wellness , pp. 1252-1268. Fakulti Hospitaliti, Pelancongan dan Kesejahteraan. 5. Muhammad Haqimmy bin Shaiful Nazree, Muhammad Khairul Naim bin Zamri, Siti Aisyah binti Zainol, Tengku Nurul Asyikin binti Tengku Mat, Zaimatul Awang. (2022). Visitor Motivation on Dark Tourism in War Museum Pulau Pinang. In E-PROCEEDING HoTWeC 6.0 , pp. 1371-1382. UMK PRESS. https://doi.org/978-967-0021-47-8 6. Nur Syuhada binti Abdul Rahim, Shasha Erisya Izzati binti Bakkeri, Siti Aishah binti Ismail, Nur Syamira binti Nor Azman, Zaimatul Awang. (2022). The Factor Affecting Educational Tourism Development Among Local Communities in Selangor, Malaysia. In E-PROCEEDING HoTWeC 6.0 , pp. 1335-1347. UMK PRESS. 7. Muhammad Adib Azim Bin Johari, Muhamad Basir Bin Mat, Nur Aina Afiqah Binti Shahbani, Nur Ainin Sofia Binti Norizam, Zaimatul Awang. (2022). Tourist Perception of Japan as a Muslim-Friendly Destination. In E-PROCEEDING HoTWeC 6.0 , pp. 1360-1370. UMK PRESS. 8. Siti Aisyah Binti Ghazali, Siti Aisyah Binti Hasan, Muhammad Nasrullah Bin Salman, Norsina Anis Binti Amat, Zaimatul Awang. (2022). The Impact of Community Based Tourism Towards Community Development in Malacca. In E-PROCEEDING HoTWeC 6.0 , pp. 1349-1359. UMK PRESS.
BOOK(S)	1. Nik Alif Amri Nik Hashim, Selvi Novianti, Abdullah Muhamed Yusoff, Nur Hafizah Muhammad, Zaimatul Awang, Roslizawati Che Aziz. (2020). The Recipes: Traditional Delicacies of Bandung, Indonesia. Book Publisher International. https://doi.org/10.9734/bpi/mono/978-93-90431-64-9
	1. Zulkefli, N. S., Saidin, S. S., Nasir, M. N. M., Awang, Z.. (2024). Exploration of the Travel Motivations of Gastronomy Tourism: A Case Study in East Region Area. In Studies in Systems, Decision and Control (pp. 865-876). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-54379-1_74 2. 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

CHAPTER(S)	3. Roslizawati Che Aziz, Nik Alif Amri Nik Hashim, Zaimatul Awang, Fauzan Hafiz Muhammad Safri, Aikal Liyani Mohd Rasdi, Eni Noreni Mohamad Zain. (2021-04). The Potentials of Appreciative Inquiry Approach within the Tourism Development in Rural Areas. In Insights into Economics and Management (pp. 1-14). Book Publisher International. https://doi.org/10.9734/bpi/ieam/v7/1577C 4. Nik Alif Amri Nik Hashim, Wan Farha Wan Zulkifli, Abdullah Muhamed Yusoff, Harnidah Samengon, Eni Noreni Mohamad Zain, Siti Rohana Mohamad, Shah Iskandar Fahmie Ramlee, Zaimatul Awang. (2021-02). The Factors Influencing Tourists¿ Behavioural Intention-to-Use Grab Pay Application. In Insights into Economics and Management (pp. 1-10). B.P International. https://doi.org/10.9734/bpi/nicst/v7/1580C 5. Zaimatul Awang, Nik Alif Amri Nik Hashim, BAH SIMPONG, DERWEANNA, Mohd Ashraf Kamarul Zaman, Mursyda Mahshar, Khairun Najihah Sabri, NUR IZZATI MOHAMAD ANUAR, Ruzanifah binti Kosnin. (2020). The Tourist Perceived Risk towards Travel Intention. In Insights into Economics and Management (pp. 125 - 133). Book Publisher International. https://doi.org/10.9734/bpi/ieam/v5 6. Nik Alif Amri Nik Hashim, Roslizawati Che Aziz, Ramlee, Shah Iskandar Fahmie, Fauzan Hafiz Muhammad Safri, Wan Farha Wan Zulkiffli, Zaimatul Awang, Nor Dalila Marican. (2020). Emphasizing the Consumer Perceived Risk and Technology Tools: The Reliability and Validity of Instrument. In Recent Developments in Engineering Research Vol.4 (pp. 11-18). Book Publisher International. https://doi.org/10.9734/bpi/rder/v4 7. Shah Iskandar Fahmie Ramlee, Nik Hashim, Nik Alif Amri, Zaimatul Awang, Abdullah, Fadhilahanim Aryani, Siti Rohana Mohamad, Zainuddin, S. A., Abdullah, Tahirah. (2020). The Impact of Consumer Purchase Behaviour toward Risk Perception on Internet Shopping. (pp. 142-150). Book Publisher International.
OTHER(S)	1. Cindy Johnny, Nik Alif Amri Nik Hashim, Mohamad Pirdaus Yusoh, Zaimatul Awang. (2025-12). The Sacred Stone Culture of Kadazandusun in Sabah, Malaysia. Department of Tourism Management Faculty of Management Studies Sabaragamuwa University of Sri Lankat. 2. Boyd Sun Fatt, Nik Alif Amri Nik Hashim, Zaimatul Awang, Aikal Liyani Mohd Rasdi. (2025-12). The Historical Ruins of the Old Welfare Building, Kota Kinabalu, Sabah, Malaysia. Department of Tourism Management Faculty of Management Studies Sabaragamuwa University of Sri Lanka. 3. Zaimatul Awang, Floriani Somiun, Fatmadila Mohd Mazaezylimy, Felicia Fenny Poh, Muhammad Nuralif Haqimie Haizat. (2024-12). The Relationship Between Environmental, Socio-Cultural and Economic Inequality Towards Overtourism in Langkawi Island. UMK Press. 4. Nur Syifa¿ Razali, Zaimatul Awang, Sathish Kumar Velayuthan, Aikal Liyani Mohd Rasdi. (2024-10). A Day in Malacca: Journey Through Time and Taste. Department of Tourism Management Faculty of Management Studies Sabaragamuwa University of Sri Lankat. 5. Boyd Sun Fatt, Nik Alif Amri Nik Hashim, Zaimatul Awang. (2024-01). A Dissapearing Heritage Site, The Tanjung Aru Railway Station, Sabah, Malaysia. Department of Tourism Management Faculty of Management Studies Sabaragamuwa University of Sri Lanka. 6. Zaimatul Awang, Nur Akmalina Daud, Nur Alia Maisarah Abd Hafiz, Nur Aliah Aniesya Abdullah, Muhammad Lutfil Hadi Mohd Zawawi. (2024). The Relationship between Local Community Participation, Authenticity and Local Product Access towards Tourist Satisfaction in Kelantan. UMK Press. https://doi.org/978-629-489-055-8 7. Zaimatul Awang, Muhammad Najmi Fitri Ramli, Nuraina Nabila Adnan, Nurain Mohd Puzi, Nurainaa¿ Nabilah Azli. (2024). Food Tourism Experience: A Case Study in Penang. UMK Press. https://doi.org/978-629-489-055-8 8. Abdullah Muhamed Yusoff, Zaimatul Awang, Muhammad Firdaus Bidin. (2022-12). Communication Skills in the Hospitality Industry. Tourism in Paradise. 9. Nor Maizana Mat Nawi, Nik Alif Amri Nik Hashim, Zaimatul Awang, Fadhilahanim Aryani Abdullah, RAJA OMAR, RAJA NORLIANA, Tini Maizura Mohtar, Munirah Mahshar. (2020). Does Online Review Variation and Online Review Recommendations Effect Tourist Behaviour? The Instrument validation. 10. Nik Alif Amri Nik Hashim, Roslizawati Che Aziz, Yusoff, A.M, Ramlee, S.I.F., Wan Zulkiffli, W.F., Zaimatul Awang, Nawi, Nor Maizana Mat, Rahim, M. A.. (2020). The Success of Halal Supply Chain Management Practices in Malaysia. https://doi.org/DOI: 10.5373/JARDCS/V12I8/20202469 11. Harnidah Samengon, Nik Alif Amri Nik Hashim, Nor Maizana Mat Nawi, Ghazali Ahmad, Zaimatul Awang, Abdullah Muhamed Yusoff, Roslizawati Che Aziz, Ramlee, Shah Iskandar Fahmie, Nurashikin A. Ridzuan, Derweanna Bah Simpong. (2020). Factors Affecting Turnover Intention of Three-Star Hotel Industry in Malaysia. The Mattingley Publishing Co., Inc.. 12. Roslizawati Che Aziz, Nik Alif Amri Nik Hashim, Abdullah Muhamed Yusoff, Zaimatul Awang, Derweanna Bah Simpong, Raja Norliana Raja Omar, Nur Azimah Othman. (2020). Do knowledge and awareness affect the implementation of green practices? The perspectives of higher education students in Malaysia. International Journal of Psychosocial Rehabilitation,. https://doi.org/DOI: 10.37200/IJPR/V24I6/PR260705 13. Nik Alif Amri Nik Hashim, Wan Farha Wan Zulkiffli, Roslizawati Che Aziz, Nor Maizana Mat Nawi, Zaimatul Awang, Nur Hafizah Muhammad, Abdullah Muhamed Yusoff. (2020). Grab Pay App: The Factors Influencing Tourists¿ Behavioural Intention-to-Use. International Research Association for Talent Development and Excellence.
RESEARCH(S)	1. CONSTRUCTING THE DECISION CHOICE MOTIVATORS (DCMS) MODEL AMONG MALAYSIA MILLENIAL TOURIST DURING THE CRISIS | MEMBER | FRGS | 2022 2. CONSTRUCTING THE DECISION CHOICE MOTIVATORS (DCMS) MODEL AMONG MALAYSIA MILLENIAL TOURIST DURING THE CRISIS | MEMBER | FRGS | 2022 3. ESG RATINGS, TOURISM RISK AND FIRM VALUE | MEMBER | UMK-FUND | 2021 4. EXPLORING INNOVATION ELEMENTS IN THE EAST COAST HOMESTAY PROGRAMMES. | MEMBER | UMK-FUND | 2021 5. GERAN PENJANA KPT-PACE - SCUBA DIVING CERTIFICATION | MEMBER | KPT | 2021 6. MEMPERKASAKAN POTENSI GASTRONOMI PELANCONGAN (MAKANAN TRADISIONAL) DALAM KALANGAN PENGUSAHA TEMPATAN MELALUI MODEL KEUSAHAWANAN PEMASARAN DIGITAL | MEMBER | UMK-COM | 2022 7. PELAKSANAAN AMALAN PERKHIDMATAN LEAN DALAM KALANGAN SYARIKAT PERUSAHAAN KECIL DAN SEDERHANA (PKS) SEKTOR PERKHIDMATAN | MEMBER | SGJP | 2016 8. THE DETERMINANTS OF TOURIST TRAVEL INTENTION IN MALAYSIA: THE ROLE OF PERCEIVED RISK AND DESTINATION IMAGE | HEAD | FRGS | 2017 9. THE INFLUENCE OF FINANCIAL PROBLEMS, ACADEMIC WORKLOAD, AND LEARNING ENVIRONMENT DEPRESSION AMONG UNIVERSITY STUDENT IN KUALA LUMPUR | MEMBER | UMK-FUND | 2022

	10. THE INFLUENCE OF ACCOMMODATIONS, FOOD, AND TRANSPORTATION ON TRAVEL PREFERENCES DURING THE POST-MCO PERIOD | HEAD | UMK-FUND | 2021 11. THE INFLUENCE OF ATTITUDE, SOCIAL AND PERCEIVED BEHAVIORAL CONTROL TOWARD VOLUNTEER TOURISM AWARENESS AMONG YOUTH IN SABAH | MEMBER | UMK-FUND | 2022
SUPERVISION	• **EVACUATING TOURIST BEHAVIOUR USING NEURO-TOURISM: A STUDY OF MALAYSIA** | CO SUPERVISOR FOR A MASTER'S STUDENT
RESEARCH AWARD (S)	• Product Name: POSTER CODE T61 Award: GOLD Role: Member Exhibition Name: Hospitality, tourism and wellness colloquium (HOTWEC 6.0) • Product Name: TOURISM T48 Award: GOLD Role: Member Exhibition Name: Hospitality, tourism and wellness colloquium (HOTWEC 7.0) • Product Name: EASY MAP Award: GOLD Role: Head Exhibition Name: Beginners Innovation and Entrepreneurship Exhibition (BIE 5.0) • Product Name: TOURISM T49 Award: SILVER Role: Member Exhibition Name: Hospitality, tourism and wellness colloquium (HOTWEC 7.0) • Product Name: TOURISM T51 Award: SILVER Role: Member Exhibition Name: Hospitality, tourism and wellness colloquium (HOTWEC 7.0) • Product Name: TOURISM T50 Award: SILVER Role: Head Exhibition Name: Hospitality, tourism and wellness colloquium (HOTWEC 7.0) • Product Name: MY ESCAPADE Award: SILVER Role: Member Exhibition Name: EREKA VIRTUAL RESEARCH & INNOVATION EXHIBITION 2022 • Product Name: POSTER CODE T62 Award: BRONZE Role: Member Exhibition Name: Hospitality, tourism and wellness colloquium (HOTWEC 6.0) • Product Name: HIKTRIP APP Award: BRONZE Role: Member Exhibition Name: CARNIVAL OF RESEARCH AND INNOVATION (CRI 2022) SPECIAL EDITION • Product Name: POSTER CODE T60 Award: BRONZE Role: Member Exhibition Name: Hospitality, tourism and wellness colloquium (HOTWEC 6.0) • Product Name: MALLWALK APPS Award: BRONZE Role: Member Exhibition Name: CARNIVAL OF RESEARCH AND INNOVATION (CRI 2022) SPECIAL EDITION

D. CONSULTATION

CONSULTATION(S)	1. PROJEK PERUNDINGAN PENSIJILAN SCUBA DIVING (OPEN WATER CERTIFICATE) | MEMBER | 2022

E. COMMUNITY SERVICES

COMMUNITY SERVICES	