ENCIK FAUZAN HAFIZ BIN MUHAMMAD SAFRI (01118A)
PENSYARAH UNIVERSITI (TETAP)
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A. PERSONAL DETAILS

UMK JOIN DATE	09-Feb-2014
DATE OF APPOINTMENT FOR CURRENT POSITION	09-Feb-2014
DATE OF CONFIRMATION FOR CURRENT POSITION	21-May-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 • **(2009) UNIVERSITI TEKNOLOGI MARA** DIPLOMA TOURISM MANAGEMENT • **(2004) SMK BUKIT SENTOSA** SPM
GROUP OF EXPERTISE	
AWARD(S)	• Award Name: **Anugerah Perkhidmatan Cemerlang tahun 2017 (2018)** Awarded by: Universiti Malaysia Kelantan
WORKING EXPERIENCE(S)	
PROFESSIONAL MEMBERSHIP(S)	

B. TEACHING-LEARNING ACTIVITIES

COURSES TAUGHT	• AHS4093 - HOSPITALITY ENTREPRENEURSHIP SEMINAR • APT2053 - MANAGEMENT AND DEVELOPMENT OF NEW ENTERPRISES • ATS3023 - EVENT MANAGEMENT • ATS4093 - TOURISM ENTREPRENEURSHIP SEMINAR • ATS4103 - CULTURE AND HERITAGE TOURISM • HFT40102 - STUDENT IN ENTERPRISE PROGRAM (SIEP) • HHS40103 - PROFESSIONAL DEVELOPMENT IN HOSPITALITY • HPT30203 - VOLUNTEERISM • HPT40108 - INDUSTRIAL TRAINING • HTB30103 - LEISURE AND RECREATION MANAGEMENT • HTP20204 - BUSINESS EVENT • HTP30102 - TOURISM RESEARCH PROJECT (I) • HTP40103 - TOURISM RESEARCH PROJECT (II) • HTS20203 - EVENT MANAGEMENT • HTS30103 - VISITOR ATTRACTION AND RESORT MANAGEMENT

C. RESEARCH AND DEVELOPMENT

JOURNAL(S)	1. Hashim, N.A.A.N., Mohamad S.R., Abdullah, T., Awang, Z., Omar, R.N.R., Zain, E.N.M., Safri, F.H.M., Nawi, N.M. M., Yusoff, A.M, Fadhilahanim Aryani Abdullah. (2020-09). Tourist risk perception and revisit intention: Examining the validity and reliability of the measuring instrument. European Journal of Molecular and Clinical Medicine , Vol. 7(6) , pp. 2661-2666. 2. 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 3. Derweanna Bah Simpong, Roslizawati Che Aziz, Nik Alif Amri Nik Hashim, Raja Norliana Raja Omar, Abdullah Muhamed Yusoff, Nur Hafizah Muhammad, Tahirah Abdullah, Siti Afiqah Zainuddin, Fauzan Hafiz Muhammad Safri. (2020). Teaching and Learning in Higher Education: E-Learning as a Tool. International Journal of Innovative Technology and Exploring Engineering (IJITEE) , Vol. 9(1) , pp. 458-463. https://doi.org/10.35940/ijitee.A4188.119119 4. 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. Roslizawati Che Aziz, Norsuriani Samsudin, Fauzan Hafiz Muhammad Safri, Norsyamlina Che Abdul Rahim, Mohamad Khairi Alwi, Hazi Hafizah Usolludin, Hasmiyaton Jamaluddin, Meltina Masanti, Tshin Lip Vui, Amzari Abu Bakar. (2025). E-Proceeding Outdoor Recreation and Adventure Tourism (OUTREC' 2024). In Outdoor Recreation and Adventure Tourism Symposium 2024 (OUTREC' 2024) , pp. 1-269. Ricom Trading. 2. Nuurun Qamariah Mat Yunus, Purushotaman Pillai Sannase Pillai, Puterie Anies Sofiea, Mohd Asngari, Rasmi, Fauzan Hafiz Muhammad Safri. (2023). Push and pull factors of tourist participate in outdoor adventure tourism. In Hotwec 7.0 Sustainably Nurturing Tourism, Hospitality and Wellness , pp. 1309-1320. Faculty of Hospitality, Tourism and Wellness. 3. Nurul Syazwani Ahmad Nizal, Nurul Zafirah Firzah Buang, Nurul Huda Jamil, Nurzalina Zali, Fauzan Hafiz Muhammad Safri. (2023). Factors that influence tourists¿ intention to consume local food in Kelantan. In Hotwec 7.0 Sustainably Nurturing Tourism, Hospitality and Wellness , pp. 1294-1307. Faculty of Hospitality, Tourism and Wellness. 4. Nurul Sahira Binti Mohd Zan, Nurul Shahirah Binti Maiyurizal, Nurul Shazwanie Binti Mohd Zamin, Nurul Syairah Binti Subhi, Fauzan Hafiz Muhammad Safri. (2023). Factors Affecting Gen Y Tourists¿ Purchase Intention Towards Local Food In Kelantan. In Hotwec 7.0 Sustainably Nurturing Tourism, Hospitality and Wellness , pp. 1282-1293. Faculty of Hospitality, Tourism and Wellness. 5. NURUL NAJIHAH BINTI RAMLI, NURUL NATASHA BINTI CHE WAN SARIF, NURUL NATASHA BINTI MOHD MALIKI, NURUL NATASYA BINTI MAT HASSAN, Fauzan Hafiz Muhammad Safri. (2023). The Influence of Smart Tourism Applications on Perceived Destinations Image in Kelantan. In Hotwec 7.0 Sustainably Nurturing Tourism, Hospitality and Wellness , pp. 1269-1281. Faculty of Hospitality, Tourism and Wellness. 6. Mohammad Amirul Bin Salleh, Nursyuhaida Binti Baruddin, Nurul `Aifaa Binti Razali, Nurul Afiqah Fadhilah Binti Mohd Yusoff, Fauzan Hafiz Muhammad Safri. (2022-12). The Importance of Quality Experience on Tourist¿s Satisfaction. In E-PROCEEDING HoTWeC 6.0 , pp. 1414 -1423. 7. Mohammed Amirul Yuzaidi, Mohd Izzat Al Syafiq Saini, Nur Syafiqa Hiqmah Zaini, Nur Syahirah Binti Mazlan, Fauzan Hafiz Muhammad Safri. (2022). The Tourist Risk and Perception From The Effect Covid 19 In Langkawi, Kedah. In E-PROCEEDING HoTWeC 6.0 , pp. 1404-1413. 8. Shofurah Binti Md Yusof, Azriena Natasha Binti Azman, Nur Amira Syafika Binti Sidek, Irah Nadhirah Binti Ramli, Fauzan Hafiz Muhammad Safri. (2022). Factors Influencing Food Tourism Intentions on Local Cuisine in Kota Bharu, Kelantan. In E-PROCEEDING HoTWeC 6.0 , pp. 1383 - 1394. UMK PRESS. 9. Muhamad Aidil Zulfahmie, Amrina Rasyada, Mohd Sahzian, Nurul Izzati, Fauzan Hafiz Muhammad Safri. (2022). Tourist Perception Towards Local Food in George Town, Pulau Pinang, Malaysia. In E-PROCEEDING HoTWeC 6.0 , pp. 1395-1403. UMK PRESS.
BOOK(S)	1. Eni Noreni Mohamad Zain, Raja Norliana Raja Omar, Zaminor Zamzamir @ Zamzamin, Munirah Mansyar, Fauzan Hafiz Muhammad Safri. (2025-12). e-Proceeding Sulam Innovate, Showcase and Symposium (SUISS 2025). UMK PRESS.
CHAPTER(S)	1. Fauzan Hafiz Muhammad Safri, Ahmad, M.A., Velayuthan, S.K., Khairul, A.P., Roslizawati Che Aziz, Abdullah Muhamed Yusoff, Raja Norliana Raja Omar. (2026-01). Evaluating the Effectiveness of Work-Integrated Learning Internships in Bridging Employability Gaps in the Tourism Sector. In Business Models of the Future (pp. 1069-1081). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-85398-2_94 2. Samsudin, N., Roslizawati Che Aziz, Nurul Hafizah Mohd Yasin, Fauzan Hafiz Muhammad Safri, Norizan Musa. (2025). A Study on the Evolution and Future Potential of Postnatal Programs as Part of Tourism Services: A Narrative Review. In Studies in Systems, Decision and Control (pp. 857 - 866). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-91424-9_74 3. Fauzan Hafiz Muhammad Safri, Raja Norliana Raja Omar, Ahmad Fahme Mohd Ali, Abdullah Muhamed Yusoff, Roslizawati Che Aziz, Ruzanifah Kosnin, Muhamad Azahar Abas. (2025). Balancing Heritage and Modernity: Evaluating the Role of Kelantan¿s Traditional Crafts in Shaping Sustainable Tourism and Economic Development. In Studies in Systems, Decision and Control (pp. 217 - 226). Springer Science and Business Media Deutschland GmbH. https://doi.org/10.1007/978-3-031-91424-9_20 4. 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 5. 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
OTHER(S)	1. Ahmad Fahme Mohd Ali, Roslizawati Che Aziz, Raja Norliana Raja Omar, Abdullah Muhamed Yusoff, Ruzanifah Kosnin, Nor Syuhada Zulkefli, Fauzan Hafiz Muhammad Safri, Mazne Ibrahim, Nur Dalila Yusoff, Mohammed Ruqaimi Remeli, Sathish Kumar Velayuthan, Norsuriani Samsudin, Mohd Zamruri Ab Ghani, Lydia Irffian Mohd Isa. (2024). Laporan program - Sustainability In The Creative & Cultural Industries Programme - Asean & Beyond (SCCIP 2024). UMK Press.
RESEARCH(S)	1. EXAMINING THE TOURIST PERCEPTION OF SABAH AS A SAFE AND SECURE TOURIST DESTINATION | MEMBER | UMK-FUND | 2023 2. EXPLORING THE MODERATING EFFECTS OF PERCEIVED ORGANIZATIONAL SUPPORT AND THE MEDIATING EFFECTS OF EMPLOYEES COMPETENCIES ON RELATIONSHIP BETWEEN HUMAN RESOURCE DEVELOPMENT PRACTICE AND SERVICE PERFORMANCE OF FRONTLINE EMPLOYEE IN MALAYSIA HOTEL INDUSTRY | MEMBER | RAGS | 2015 3. KURSUS PENSIJILAN KEMAHIRAN REKREASI LUAR | MEMBER | KPT | 2022
SUPERVISION	
RESEARCH AWARD (S)	• Product Name: Banana Gold Body Scrub Award: GOLD Role: Member Exhibition Name: BEGINNERS INNOVATION & ENTREPRENEURSHIP EXHIBITION 6.0 • Product Name: FACTORS THAT DETERMINE THE INTENTION OF TOURISTS VISIT GASTRONOMY TOURISM IN KELANTAN Award: GOLD Role: Member Exhibition Name: HoTWEC 5.0 • Product Name: FACTORS THAT INFLUENCE TOURISTS¿ INTENTION TO CONSUME LOCAL FOOD IN KELANTAN Award: GOLD Role: Member Exhibition Name: Hospitality, Tourism and Wellness Colloqium (HoTWeC) 7.0 • Product Name: INNOVATION OF SPA VALET WEBSITE Award: GOLD Role: Head Exhibition Name: BEGINNERS INNOVATION & ENTREPRENEURSHIP EXHIBITION 3.0 • Product Name: THE RELATIONSHIP BETWEEN TOURISTS EXPECTATION, DESTINATION IMAGE, PERCEIVE QUALITY AND TOURISTS SATISFACTION ON SHOPPING HUB AT ONE UTAMA SHOPPING MALL Award: GOLD Role: Member Exhibition Name: HoTWEC 5.0 • Product Name: Organic Soap Award: SILVER Role: Member Exhibition Name: BEGINNERS INNOVATION & ENTREPRENEURSHIP EXHIBITION 6.0 • Product Name: FACTORS AFFECTING TOURIST¿S GEN Y PURCHASE INTENTION TOWARDS LOCAL FOOD IN KELANTAN Award: SILVER Role: Member Exhibition Name: Hospitality, Tourism and Wellness Colloqium (HoTWeC) 7.0 • Product Name: THE INFLUENCE OF SMART TOURISM APPLICATIONS ON PERCEIVED DESTINATIONS IMAGE IN KELANTAN Award: SILVER Role: Member Exhibition Name: Hospitality, Tourism and Wellness Colloqium (HoTWeC) 7.0 • Product Name: THE IMPACT OF COVID-19 TOWARDS MALAYSIAN UNIVERSITY STUDENTS TRAVEL PATTERN AND TRENDS Award: SILVER Role: Member Exhibition Name: HoTWEC 5.0 • Product Name: MULTI-PURPOSE WARDROBE Award: BRONZE Role: Head Exhibition Name: BEGINNERS INNOVATION & ENTREPRENEURSHIP EXHIBITION 3.0 • Product Name: PUSH AND PULL FACTORS OF TOURIST PARTICIPATE IN OUTDOOR ADVENTURE TOURISM Award: BRONZE Role: Member Exhibition Name: Hospitality, Tourism and Wellness Colloqium (HoTWeC) 7.0 • Product Name: GO VOYAGE Award: BRONZE Role: Member Exhibition Name: BEGINNERS INNOVATION & ENTREPRENEURSHIP EXHIBITION 4.0

D. CONSULTATION

CONSULTATION(S)	1. PROJEK PENSIJILAN KEMAHIRAN REKREASI LUAR 2022 (OUTDOOR RECREATION SKILLS CERTIFICATION COURSE) | MEMBER | 2022

E. COMMUNITY SERVICES

COMMUNITY SERVICES	