**DR. HARNIDAH BINTI SAMENGON (01518A)**
PENSYARAH UNIVERSITI (TETAP)
FACULTY OF HOSPITALITY, TOURISM AND WELLNESS
UNIVERSITI MALAYSIA KELANTAN KAMPUS KOTA
KARUNG BERKUNCI 36
PENGKALAN CHEPA

Email: harnidah@umk.edu.my
Tel: 09-7717000/7158

Scopus ID: **https://www.scopus.com/search/form.uri?display=basic#basic**
Google Scholar: **FFffKMEAAAAJ**

## A. PERSONAL DETAILS

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| **UMK JOIN DATE** | 17-Feb-2016 |
| **DATE OF APPOINTMENT FOR CURRENT POSITION** | 05-Feb-2017 |
| **DATE OF CONFIRMATION FOR CURRENT POSITION** | 18-Sep-2019 |
| **EDUCATION(S)** | • **()**<br>INTERNATIONAL ENGLISH LANGUAGE TESTING SYSTEM<br>• **(2024) UNIVERSITI PUTRA MALAYSIA**<br>IJAZAH DOKTOR FALSAFAH PENGURUSAN MAKANAN<br>• **(2015) UNIVERSITI TEKNOLOGI MARA**<br>IJAZAH SARJANA PENGURUSAN HOSPITALITI<br>• **(2013) UNIVERSITI TEKNOLOGI MARA**<br>IJAZAH SARJANA MUDA SASTERA PENGURUSAN HOTEL<br>• **(2005) SEK. MEN. KEB. BANDAR BANTING**<br>SPM |
| **GROUP OF EXPERTISE** | |
| **AWARD(S)** | |
| **WORKING EXPERIENCE(S)** | • Guest Service Assistant \| Mas Awana Sdn.Bhd<br>02-Mar-2013 - 10-Oct-2013<br>• Pensyarah Muda \| Universiti Malaysia Kelantan<br>01-Dec-2013 - 01-Jan-2016<br>• Pensyarah \| Universiti Malaysia Kelantan<br>01-Jan-2016 - 01-Jan-2017 |
| **PROFESSIONAL MEMBERSHIP(S)** | |

## B. TEACHING-LEARNING ACTIVITIES

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| **COURSES TAUGHT** | • AFT4012 - STUDENT IN ENTERPRISE PROGRAMME (SIEP)<br>• AHS2013 - INTRODUCTION TO HOSPITALITY INDUSTRY<br>• AHS3023 - CLUB MANAGEMENT<br>• AHS3043 - CONSUMER BEHAVIOUR IN HOSPITALITY<br>• AHS3053 - FACILITY MANAGEMENT<br>• AHS3063 - RESTAURANT MANAGEMENT AND FOOD SERVICE<br>• AHS3123 - PROFESSIONAL DEVELOPMENT IN HOSPITALITY<br>• AWS3053 - CONSUMER BEHAVIOUR IN HEALTH INDUSTRY<br>• HFT40102 - STUDENT IN ENTERPRISE PROGRAM (SIEP)<br>• HHB30403 - FOOD CULTURE AND HERITAGE<br>• HHB40103 - FACILITY MANAGEMENT<br>• HHP30102 - HOSPITALITY RESEARCH PROJECT (I)<br>• HHP40103 - HOSPITALITY RESEARCH PROJECT (II)<br>• HHS10203 - RESTAURANT MANAGEMENT<br>• HHS40103 - PROFESSIONAL DEVELOPMENT IN HOSPITALITY<br>• HPT30303 - PRODUCT INNOVATION |

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| | • HPT40108 - INDUSTRIAL TRAINING |

## C. RESEARCH AND DEVELOPMENT

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| **JOURNAL(S)** | |
| **PROCEEDING(S)** | |
| **BOOK(S)** | |
| **CHAPTER(S)** | |
| **OTHER(S)** | |
| **RESEARCH(S)** | 1. EXPLORING THE IMPACT OF ISLAMIC PRINCIPLES IMPLEMENTED IN HOTEL OPERATIONS ON EMPLOYEE WELL-BEING \| MEMBER \| UMK-FUND \| 2023<br>2. FOSTERING SOCIO-ECONOMIC ACTIVITIES AND COMMUNITY INVOLVEMENT IN NATIVE BASED TOURISM PRODUCT AMONG ORANG ASLI \| MEMBER \| FRGS \| 2017<br>3. IMPACT OF RURAL TOURISM PRODUCTS DEVELOPMENT ON TOURIST SPENDING IN POVERTY ALLEVIATION: A CASE STUDY OF TADOM HILL \| MEMBER \| SGJP \| 2017<br>4. ROLES OF CUSTOMERS TRAVEL REVIEWS TOWARDS HOTEL GUEST LOYALTY \| MEMBER \| SGJP \| 2017<br>5. STUDY ON THE IMPACTS OF THE SOCIAL MEDIA MARKETING ACTIVITIES (SMMAS) ON MALAYSIAN YOUTH PURCHASE INTENTIONS OF TRADITIONAL FOOD IN KELANTAN: THE MODERATING ROLE OF CULTURAL AWARENESS \| MEMBER \| UMK-FUND \| 2023 |
| **SUPERVISION** | • **Analysis Of Tourism Supporting Factors Development At Air Manis Beach West Sumatera** \| CO SUPERVISOR FOR A PHD'S STUDENT<br>• **CHALLENGES FACING HOSPITALITY INDUSTRY AND REMEDIES IN LAGOS STATE** \| CO SUPERVISOR FOR A MASTER'S STUDENT |
| **RESEARCH AWARD (S)** | • Product Name: FACTORS AFFECTING STUDENT SATISFACTION TO VISIT CAFETERIA AT UNIVERSITY MALAYSIA KELANTAN, BACHOK<br>Award: GOLD<br>Role: Member<br>Exhibition Name: HOSPITALITY, TOURISM AND WELLNESS COLLOQUIUM (HoTWeC 7.0)<br>• Product Name: VAGEFRUIT LAMP<br>Award: GOLD<br>Role: Member<br>Exhibition Name: International Research and Innovation Competition (InaRIC)<br>• Product Name: FACTORS AFFECTING STUDENT SATISFACTION TO VISIT CAFETERIA AT UNIVERSITY MALAYSIA KELANTAN, BACHOK<br>Award: SPECIAL<br>Role: Member<br>Exhibition Name: HOSPITALITY, TOURISM AND WELLNESS COLLOQUIUM (HoTWeC 7.0)<br>• Product Name: FACTORS AFFECTING STUDENT SATISFACTION TO VISIT CAFETERIA AT UNIVERSITY MALAYSIA KELANTAN, BACHOK<br>Award: SPECIAL<br>Role: Member<br>Exhibition Name: HOSPITALITY, TOURISM AND WELLNESS COLLOQUIUM (HoTWeC 7.0)<br>• Product Name: BUDGET RECIPE APPLICATION<br>Award: SILVER<br>Role: Member<br>Exhibition Name: STUDENTS'S INNOVATION AND COLLOQUIUM 2023<br>• Product Name: DIGITIZING EDUCATION IN RESTAURANT MANAGEMENT (DERM)<br>Award: SILVER<br>Role: Member<br>Exhibition Name: International Teaching Enhancement & Learning Innovation Carnival 2023 (iTeLiC 23)<br>• Product Name: DIGITIZING EDUCATION IN RESTAURANT MANAGEMENT (DERM)<br>Award: SILVER<br>Role: Head<br>Exhibition Name: INNOVATION PRODUCT LAUNCHING AND ENTREPRENEURSHIP COMPETITION (INNOPLEN 2023)<br>• Product Name: DIGITIZING EDUCATION IN RESTAURANT MANAGEMENT (DERM)<br>Award: SILVER<br>Role: Head<br>Exhibition Name: INTERNATIONAL VIRTUAL INNOVATION, INVERTION & DESIGN COMPETITION 2023 (IVIID2023)<br>• Product Name: COLOUROS<br>Award: BRONZE<br>Role: Member<br>Exhibition Name: STUDENTS'S INNOVATION AND COLLOQUIUM 2023<br>• Product Name: TUMERIC AND GINGER SHOTS DRINK<br>Award: BRONZE |

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| | Role: Member<br>Exhibition Name: International Research and Innovation Competition (InaRIC)<br>• Product Name: ACCEPTANCE OF STREET FOOD AMONG UNIVERSITY STUDENTS IN UNIVERSITI MALAYSIA KELANTAN, CITY CAMPUS<br>Award: BRONZE<br>Role: Member<br>Exhibition Name: HOSPITALITY, TOURISM AND WELLNESS COLLOQUIUM (HoTWeC 7.0)<br>• Product Name: FACTORS THAT INFLUENCE CUSTOMERS SATISFACTION TOWARD FAST FOOD RESTAURANT IN KOTA BHARU<br>Award: BRONZE<br>Role: Member<br>Exhibition Name: HOSPITALITY, TOURISM AND WELLNESS COLLOQUIUM (HoTWeC 7.0) |

## D. CONSULTATION

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| **CONSULTATION(S)** | |

## E. COMMUNITY SERVICES

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| **COMMUNITY SERVICES** | |