ENCIK AMIR FAISAL BIN AHAMED LATFI (02095A)
PENSYARAH UNIVERSITI (TETAP)
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A. PERSONAL DETAILS

UMK JOIN DATE	16-Mar-2025
DATE OF APPOINTMENT FOR CURRENT POSITION	16-Mar-2025
DATE OF CONFIRMATION FOR CURRENT POSITION	23-Sep-2026
EDUCATION(S)	• **(2023) UNIVERSITI TEKNOLOGI MARA (UITM)** IJAZAH SARJANA PENGURUSAN PELANCONGAN • **(2014) UNIVERSITI TEKNOLOGI MARA (UITM)** IJAZAH SARJANA MUDA PENGURUSAN PELANCONGAN • **(2012) UNIVERSITI TEKNOLOGI MARA (UITM)** DIPLOMA PENGURUSAN PELANCONGAN • **(2006) SMK TAMAN PANGLIMA, TAIPING** SPM
GROUP OF EXPERTISE	
AWARD(S)	
WORKING EXPERIENCE(S)	
PROFESSIONAL MEMBERSHIP(S)	

B. TEACHING-LEARNING ACTIVITIES

COURSES TAUGHT	• HPT20403 - ENTERPRISE MANAGEMENT • HTA40303 - BUSINESS DEVELOPMENT FOR VISITOR ATTRACTION AND RESORT • HTB30203 - CONCEPT AND TRENDS IN TOURISM • HTP30102 - TOURISM RESEARCH PROJECT (I) • HTP40103 - TOURISM RESEARCH PROJECT (II) • HTS20103 - TRAVEL AND TOURS MANAGEMENT • HTS30303 - ECOTOURISM

C. RESEARCH AND DEVELOPMENT

	1. Mohammad Syakir Zainozaman, Amir Faisal Ahamed Latfi, Ismail, M.J, Razlan, M.N. (2026-08). Determinants of Business Sustainability among Traditional Food Micro-Entrepreneurs in Kelantan: Structural Equation Modeling of Vulnerabilities, Authenticity, and Digital Adoption. International Journal of Research and Innovation in Social Science (IJRISS) , Vol. 10(7) , pp. 13980-13990. https://doi.org/10.47772/IJRISS.2026.100700954 2. Nur Amirah Ayuni Azmi, Mohammad Syakir Zainozaman, Amir Faisal Ahamed Latfi, Muhamad Jufri Ismail, Ahmad Ikhwan Fitri Arefin. (2026-08). Service Quality Dimensions and Customer Satisfaction in the Budget Hotel Sector: Empirical Evidence from Kelantan, Malaysia. International Journal of Research and Innovation in Social Science (IJRISS) , Vol. 10(7) , pp. 15061 - 15070. https://doi.org/10.47772/IJRISS.2026.100701027 3. Nur Kamarul Hafiz Jamil, Ahamed Latfi, Amir Faisal. (2025-12-01). The Impact of Student Integration, Academic Motivation, and Self-esteem on Academic Performance: A Conceptual Model for Malaysian Universities.

JOURNAL(S)	International Journal of Research and Innovation in Social Science (IJRISS) , Vol. IX (XI) , pp. 1334-1340. https://doi.org/10.47772/IJRISS.2025.91100107 4. Nur Kamarul Hafiz bin Jamil, Ahamed Latfi, Amir Faisal. (2025-12). Parental Involvement and Academic Achievement: A Conceptual Framework Based on Epstein¿s Theory in the Malaysian Context. International Journal of Research and Innovation in Social Science (IJRISS) , Vol. IX (XI) , pp. 1621-1628. https://doi.org/https://dx.doi.org/10.47772/IJRISS.2025.91100130 5. Nur Kamarul Hafiz Jamil, Amir Faisal Ahamed Latfi. (2025-12). A Conceptual Framework for Investigating Malaysian Parents' Awareness Factors on Paedophilic Behaviour. International Journal of Research and Innovation in Social Science (IJRISS) , Vol. IX (XI) , pp. 1219-1226. https://doi.org/https://dx.doi.org/10.47772/IJRISS.2025.91100096 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
PROCEEDING(S)	
BOOK(S)	
CHAPTER(S)	
OTHER(S)	
RESEARCH(S)	
SUPERVISION	
RESEARCH AWARD (S)	

D. CONSULTATION

CONSULTATION(S)	

E. COMMUNITY SERVICES

COMMUNITY SERVICES	