



**TPR. DR. NORHAZLIZA
ABD HALIM**
Senior Lecturer



Professional Membership

- **Malaysian Institute of Planner (Graduate Member)**
- **Malaysian Ecotourism Association Member (MEA)**
- **Tourism Educators Association of Malaysia (TEAM)**



Position Held

- 2017-19 present** ● **Research Fellow**
*Tourism Planning Research Group
Faculty of Built Environment and Surveying,
Universiti Teknologi Malaysia*
- 2013-19 present** ● **Programme Coordinator MSc Tourism Planning**
*Faculty of Built Environment and Surveying,
Universiti Teknologi Malaysia*
- 2007-19 present** ● **Senior Lecturer**
*Dept. of Urban and Regional Planning,
Faculty of Built Environment and Surveying,
Universiti Teknologi Malaysia*
- 2004-07** ● **Lecturer**
*Dept. of Tourism and Hospitality, Management and
Science University (MSU)*



Education

- 2014** ● **PhD. in Tourism Management**
University of Tasmania, Australia
- 2004** ● **MSc. in Tourism Planning**
University Teknologi Malaysia
- 2002** ● **Bachelor's in Urban and Regional Planning**
University Teknologi Malaysia



Personal Info

Address

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Faculty of Built Environment and Surveying,
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Teaching Experience

- Tourism Planning and Development
- Studio of Development Plan
- Studio of Tourism Master-plan
- Entrepreneurship in Tourism
- Research Methodology in Tourism Studies
- Sustainable Tourism
- Tourism Analysis
- Tourism Geography
- Introduction for Tourism Industry
- Tourism Policy
- Principle of Tourism
- Tourism Management
- Tourism Marketing
- Critical Thinking
- Event Management



Research Interest

- Community-Based Tourism
- Tourism Management
- Tourism Planning and Development
- Economic Tourism
- Tourism and Protected Area
- Sustainable and Resilience Tourism
- Tourism Economic

PROFESSIONAL SERVICES

EXTERNAL MODERATOR

- External Examiner for Dip. in Tourism Management, Metropoint College Johor Bahru, 2013- present
- External Examiner for BSc. in Tourism and Hospitality, Politeknik Ibrahim Sultan, Pasir Gudang, 2015 – present
- External Examiner for Dip. in Tourism and Hospitality Management, KFCH College, Johor Bahru, 2016 – present
- External Examiner for Dip. In Tourism Management, MDIS College, Johor Bahru, 2017 – present

SUBJECT MATTER EXPERT (TOURISM)

- Consultant for APUDG Sdn. Bhd. on Penyediaan Rancangan Tempatan Daerah Muallim, 2035; July – Dec 2017
- Tourism Advisor for Majlis Perbandaran Muar, Jawatankuasa Pembangunan Pelancongan Daerah Muar, 2016 – present
- Tourism Advisory Assistance for PBT Pengerang, 2017 – present

AWARD RECEIVED

- ANUGERAH PERKHIDMATAN CEMERLANG 2017, Majlis Anugerah Kecemerlangan & Penghargaan UTM 2018
- BEST PAPER award in International Conference of Rural Planning Research Group, Yogyakarta, Indonesia 2017
- BEST RESEARCH PROJECT Award, Kajian Pembangunan Pelancongan Warisan Daerah Muar, Projek Institut Inovasi Strategik Johor (IISJ), (Team Leader), UTM Johor, 2017
- BEST CONSULTATION PROJECT award for 'National Ecotourism Plan 2015-2025' by Universiti Teknologi Malaysia, 2016 (Team Member)
- Charles Goeldner Awards for BEST RESEARCH PAPER Presented In 6th World Conference for Graduate Research in Tourism, Hospitality and Leisure, Fethiye, Turkey, 2012.

RESEARCH EXPERIENCE

1. UTM-TRG 5.1: Pembangunan Model Perniagaan (Business Model) Produk Edu-Pelancongan Kampus UTM, Transdisciplinary Research Grant Campus (TRG Campus), Ogos 2019 – Julai 2020
2. Characterising The Travel Behaviour Through Destination Attractiveness for Corridor-Led Tourism Economic Development In High-Speed Electric Train Service, Fundamental Research Grant Scheme from the Ministry of Higher Education, Jan 2019 – Dec 2020
3. Harnessing Value Innovation in Community-Based Ecotourism for Turtle Conservation and Community Empowerment, Research University Grant, July 2017 – June 2019
4. Modelling the Optimising of Diagonal Clustering of Community Based Tourism at Sukau Kinabatangan, Sandakan, Sabah, July 2017 – June 2019
5. Development of Heritage Trail in Muar Town Center, Institute Innovation Strategic Johor (IISJ), Research University Grant, August 2016 – April 2017
6. Study of Ecotourism Cooperative in Kg. Sri Lukut, Kluang, Institute Innovation Strategic Johor (IISJ), Research University Grant, August 2016 – April 2017
7. Conservation and Rebranding of Ecotourism Product in Segamat, Institute Innovation Strategic Johor (IISJ), Research University Grant, August 2016 – April 2017
8. A New Fuzzy Multi-Criteria Model for Development of Sustainable Community-Based Tourism through Homestay Programmes in Malaysia: Multi-Stakeholder Involvement Management Model, Aug 2016 – July 2018
9. Strategi Pengurusan Sisa Pepejal dan Pengasingan Bahan Kitar Semula oleh Komuniti Luar Bandar ke Arah Kelestarian Persekitaran, Oct 2016 – Sept 2017
10. Exploring Success Factors Influencing Trans-generational Entrepreneurship and Tourism Business for High-Income Economic Base, Nov 2015 – Oct 2018
11. Eco-tourism in Sg. Johor: Threats and Potentials, March 2015 – Jun 2016
12. Critical Success Factors of Women Empowerment in Community-Based Tourism, Fundamental Research Grant Scheme from the Ministry of Higher Education, Dec 2013 – Dec 2015
13. Investigating an Alternative Approach to the Management of Protected Areas by Incorporating Sacred Natural Sites and Traditional Ecological Knowledge, Fundamental Research Grant Scheme from the Ministry of Higher Education, Dec 2013 – Dec 2015
14. Developing Perceived Image Model According to Actual Consumption and Representation of Urban Tourism Destination, 1 April 2014 – 30 March 2016.
15. Eco-tourism in Sg Johor: Threats and Potentials, Flagship UTM, 1 March 2015–30 March 2016
16. Family Business Model of Small Tourism Firm for Self-Sustain Entrepreneurship, Research University Grant – Tier 1, 15 Nov 2015 – 14 Nov 2017
17. Exploring Success Factors Influencing Transgenerational Entrepreneurship and Tourism Business for High Income Economic Base, Fundamental Research Grant Scheme from the Ministry of Higher Education, 2 Nov 2015 – 1 Nov 2018
18. Conceptualizing Motivation and Muslim Tourists' Typology, Fundamental Research Grant Scheme from the Ministry of Higher Education, 1 March 2013 – 31 March 2015
19. An Evaluation of the Economic Benefits of Community Based Tourism Using Value Chain Analysis, Fundamental Research Grant Scheme (FRGS) from the Ministry of Higher Education (FRGS Vote No.: 78648) (2 years), March 2010- March 2012
20. Evaluating the Effectiveness of the Management of Terrestrial Protected Areas in Malaysia, Research University Grant, April 2011 – March 2013

CONSULTANCY EXPERIENCE

1. Kajian Pelan Halatuju Strategik Desa Negeri Johor 2030
2. Pelan Pembangunan Rancangan Kawasan Khas (RKK) Gugusan Pulau Tioman (Sektor Pelancongan) 2030, May 2018 – October 2018
3. National Tourism Policy Study, 2020 – 2050, August 2017 – May 2018
4. Pelan Tindakan Pelancongan Pengerang, 2018 – 2027, July 2017 – Feb 2018
5. Rancangan Tempatan Daerah Muallim
6. Pelan Tindakan Khas Pelancongan Bandaraya Johor Bahru 2025, Oct 2017 – March 2018
7. Nature Resource Governance Framework (NRGF) Asia Scoping Work, commissioned by International Union for Conservation and Nature (IUCN), Oct – Dec 2016
8. Global Education Network UTM-Japanese International School, 2014 – present (short course training)
9. Study on Effectiveness of the Malaysia Homestay Experience Programmed, commissioned by Ministry of Tourism, July 2016 – March 2017
10. National Ecotourism Plan, 2015 – 2025, commissioned by Ministry of Tourism, (June 2015 – Dec 2015)
11. The Formulation of an ASEAN Homestay Certification Process, commissioned by Ministry of Tourism (starting May 2013 – Dec 2014)
12. The Formulation of an ASEAN Homestay Certification Process, commissioned by Ministry of Tourism (starting May 2013 - 2014)
13. ASEAN Homestay Standard, commissioned by Ministry of Tourism (MOTOUR) (August – October 2011)
14. Johor Tourism Master Plan, 2012 – 2021, commissioned by UPEN Johor (starting October 2011 – April 2012)
15. The Formulation of an ASEAN Homestay Checklist, commissioned by Ministry of Tourism (starting July 2012 – September 2012)
16. Strategic Review of The Malaysian Tourism Industry Policy and Implementation, commissioned by Ministry of Tourism, April 2012 – February 2013
17. Developing an Endorsement Guideline for Tourism Products in Langkawi, commissioned by Ministry of Tourism, July 2012 – March 2013
18. Kajian Penjenamaan Semula Bandar Penawar-Desaru, commissioned by KEJORA, December 2010-June 2011

LIST OF PUBLICATION

Note: Norhazliza Abd Halim @ HALIM, N

1. Abas, S., A., & Halim, N (2019) **A Conceptual Paper on The Role of Local Champion in Rural Tourism Destination in Malaysia**, International Journal of Recent Technology and Engineering (IJRTE), p.p. 76-84
2. Rahman, F, Halim, N & Hamzah, A (2019) **The Dynamics of Cultural Tourism: Long-Term Cultural Legacies of Kerala**, in Proceeding of 1st International Graduate Conference of Built Environment and Surveying
3. Abdullah, N. and Halim, N. (2019) **The Roles of Local Authority in Sustaining the World Heritage Site (WHS) As Tourism Destination: Case Study of Kinabalu Park**, in Proceeding of 1st International Graduate Conference of Built Environment and Surveying
4. Saleh, M., F., Halim, N., & Musa, M., N. (2019) **Service Quality and Customer Satisfaction on Hipster Café in Johor Bahru, Malaysia**, in Proceeding of 1st International Graduate Conference of Built Environment and Surveying
5. Kana, E., S & Halim, N (2019) **Tour Guide Perceptions on Dark Tourism Activities in Malaysia**, in Proceeding of 1st International Graduate Conference of Built Environment and Surveying
6. Umar, K. N., Halim, N., (2019) **Motivational Factors Influencing Local Community Participation in Turtle Based Ecotourism**, in Proceeding of 1st International Graduate Conference of Built Environment and Surveying
7. Wahab, R. & Halim, N. (2019) **A Conceptual Understanding of UNESCO Cultural Heritage Sites in Malaysia**, in Proceeding of 1st International Graduate Conference of Built Environment and Surveying
8. Tan, L. Y., Khalifah, Z., & Halim, N. (2019) **A Theoretical Overview on Generation Y Behavioural Intention to Travel**, in Proceeding of 1st International Graduate Conference of Built Environment and Surveying
9. Rahman, N. A., Halim, N., Zakariya, K., (2018), **Architectural Value for Urban Tourism Placemaking To Rejuvenate the Cityscape in Johor Bahru**, in IOP Conf. Series: Materials Science and Engineering.
10. Majid, M. R., Zaman, M., Halim, N., (2018), **GIS-Based Regression Analysis of The Relationship Between Ecological Footprint and Economic Development of Selected Countries**, *Journal of the Malaysian Institute of Planners*, 16 (3), p.p 221 – 232
11. Abdullah, N. A. A., Halim, N., (2018), **Local Communities Readiness and Willingness in Turtle-Based Ecotourism: Case Study of Turtle Conservation Area in Melaka Malaysia**, *Journal of Tourism, Hospitality and Environment Management (JTthem)* (ICBTT-2018120)
12. Che'Mana, N., Misnana, S. H., Halim, N., Timmermans, H. J.P., (2018), **Firm Demography Modelling Framework for Economic Growth**, 4th International Conference on Low Carbon Asia & Beyond 2018 (ICLCA), 24-26 Oct 2018.
13. Abdullah, N. A. A., Halim, N., (2018), **Community Participation in Turtle-Based Ecotourism: Case Study of Turtle Conservation Area in Melaka**, The 11th Regional Conference on Environmental Engineering 2018 (RCENVE-2018), 27-28 Sept 2018.

14. Rahman, A. N. F., Halim, N., (2018), **Rural Community Economic Empowerment Through Tourism Business Partnership: Case Study of Sukau Sabah**, The 7th International Graduate Conference on Engineering, Science & Humanities (IGCESH), 13-15 Aug 2018
15. Umar, K. N., Halim, N., (2018), **The Roles of Social Capital Influence on Community Participation Towards Turtle Conservation**, The 7th International Graduate Conference on Engineering, Science & Humanities (IGCESH), 13-15 Aug 2018.
16. Abdullah, N. A. A., Halim, N., (2018), **Local Community Participation in Turtle-Based Ecotourism: Case Study of Turtle Conservation Area in Melaka**, 9th RPPG International Conference, 6-8 July
17. Halim, N (2017), **Critical Success Factors of Women Empowerment in Community-Based Tourism: Case Study of Homestay Experience Programme in Malaysia**, in Proceeding of International Conference of Rural Planning Research Group, Yogyakarta, Indonesia
18. Tan, L.Y., and Halim, N., Khalifah, Z., (2017), **A Theoretical Overview on How Social Media Influence Generation Y Travelers**, in Proceeding of International Conference in Sustainable Tourism and Resilient Communities, Hong Kong.
19. A. Rasim, A. I., and Halim, N. (2017), **A Review of Push and Pull Travel Motivation Influencing Dive Tourist**, in Proceeding of ASIA Conference of Business and Management, Johor Bahru, M
20. Abdullah, N. and Halim, N. (2017) **Sustainable Bicycle Tourism: A Comparative Study between Australia and Malaysia**, in Proceeding of ASIA Conference of Business and Management, Johor Bahru, Malaysia
21. Halim, N. (2017) **Empower the Women Entrepreneurs through Community-Based Tourism – Case Study of Women Handicrafts Entrepreneur in Setiu, Malaysia**, in Proceeding of 14th International Congress of Asian Planning School Association, Beijing, China
22. Wilanda, H and Halim, N. (2017). **Community Benefitting through Tourism as a Tool for Empowering Community – Case Study of Saung Angklung Udjo Bandung**, in Proceeding of Proceeding of ASIA Conference of Business and Management, Johor Bahru, Malaysia
23. Halim, N, Hamzah, A, Sofield, T, (2015), Value **Chain Analysis in Assessing the Linkages between Tourism and Rural Poverty Alleviation**, in A. Sugandi and N. Yusoff, Sustainable Tourism Planning and Practices, p.p. 27-32
24. Mohd, N.S., Ismail, H.N., Halim, N., (2015), Mobile **Augmented Reality: A Tool for Effective Tourism Interpretation in Enhancing Tourist Experience at Urban Tourism Destination**, International Journal of Built Environment and Sustainability, p.p. 11-19
25. Ismail, S.M., Halim, N. (2015), **Stakeholder Analysis in Organizational of Community-Based Tourism (CBT)**, in Proceeding of 13th International Congress of Asian Planning School Association, Johor, Malaysia
26. Halim, N (2015), **Empower the Women Entrepreneurs through Tourism Value Chain: Case study of Setiu Wetland Handicrafts**, in Proceeding of International Conference in Sustainable Tourism and Resilient Communities, Hong Kong.
27. Mohamad Noh, I. N. and Halim, N. (2015), **Women Empowerment in Community-Based Tourism – Case Study of Homestay Sinaran Baru, Malaysia**, in Proceeding of International Conference in Sustainable Tourism and Resilient Communities, Hong Kong.

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28. Ismail, S.M. and **Halim, N.** (2014), **Women Participation in Rural Development Particularly in Community-Based Tourism**, in Proceeding of International Conference for Urban and Regional Planning, Johor Bahru, Malaysia
29. Speri, S. and **Halim, N.** (2014), **Women Empowerment in Promoting Tourism Enterprise: Sarawak Layered Cake Enterprise in Kampung Gersik**, in Proceeding of International Conference for Urban and Regional Planning, Johor Bahru, Malaysia
30. **Halim, N** (2012), **The linkages between tourism and handicraft into value chain analysis for rural poverty alleviation**, In Proceeding o CAUTHE International Conference, Melbourne, Australia, 6th – 9th Feb 2012.
31. **Halim, N** (2012), **Pro-Poor Tourism for Rural Poverty Alleviation in Setiu Wetland, Malaysia: Unlocking the Potential of Tourism Using Value Chain Analysis**, In Proceeding of 6th World Conference for Graduate Research in Tourism, Hospitality and Leisure, Fethiye, Turkey. (Best Research Paper)
32. **Halim, N.** & Sofield, T (2010), **Le tourisme au service de la reduction de la pauvreté en milieu rural. Etude de cas a Terengganu (Malaisie)**, in J.M. Breton (dir.), "Patrimoine, tourisme, environnement et developpement durable (Europe - Afrique - Caraibe - Ameriques - Asie - Oceanie)", Series Iles et pays d'Outre-Mer", vol. 7, Paris, Ed. Karthala, pp. 57-81
33. **Halim, N** (2010), **Mainstreaming Tourism for Poverty Alleviation through Value Chain Analysis in Penarik, Terengganu, Malaysia**, In Proceeding of 2nd World Ecotourism Conference, Kuala Lumpur, Malaysia.
34. **Halim, N** (2009), **Mainstreaming Rural Poverty Alleviation Through Tourism in Malaysia: Theoretical Study**, In Proceeding of International Conference in Sustainable and Alternative Tourism, Yangshuo (Guilin), China.