

# NUR HIDAYAH BINTI ABD RAHMAN



- KULLIYAH OF LANGUAGES AND MANAGEMENT
- IIUM Pagoh Campus
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## ACADEMIC QUALIFICATION

- Doctor of Philosophy
- Master of Science (Tourism Planning)
- BACHELOR OF SCIENCE ARCHITECTURE

## TEACHING RESPONSIBILITIES

EVENT MANAGEMENT SKILL 1	2018/2019
FINAL YEAR PROJECT	2018/2019 2019/2020 2020/2021
GEOGRAPHY IN TOURISM	2018/2019 2019/2020 2020/2021
INTERNSHIP 1	2018/2019 2019/2020
INTERNSHIP 2	2018/2019 2019/2020 2020/2021
LEADERSHIP AND MANAGEMENT	2019/2020
RESEARCH METHOD IN TOURISM AND HOSPITALITY	2018/2019 2020/2021
SUSTAINABLE DEVELOPMENT: ISSUES, POLICIES AND PRACTICES	2020/2021
TOUR PLANNING AND DESIGN	2018/2019 2019/2020 2020/2021
TOURISM IMPACT STUDIES	2019/2020 2020/2021
TOURISM PRODUCT PLANNING	2018/2019 2019/2020 2020/2021
TOURISM WORKSHOP 1	2018/2019
TOURISM WORKSHOP 2	2019/2020

## RESEARCH PROJECTS

### In Progress

**2020 - Present** Wind Flows Visualisation and Transient Response Attributable to River Reserve Vegetation Structure

<b>2020 - Present</b>	Taman Sensori Berunsurkan Terapeutik di UTM Equine Park, Skudai, Johor
<b>2019 - Present</b>	River-Based Tourism in Muar: The potentials and threats
<b>Unknown - Present</b>	PEMETAAN GIS TERHADAP PENYEBARAN DIALEK LENGA DI SEPANJANG SUNGAI MUAR

## PUBLICATIONS

### Article

- 2020** [Evaluating the quality experience of ecotourist in Taman Negara Pahang.](#) IOP Conference Series: Earth and Environmental Science , 447 (012014) pp.1-9
- 2020** [Exploring the river-based tourism product for Muar River: a tourism opportunity spectrum \(TOS\) approach.](#) IOP Conference Series: Earth and Environmental Science , 447 (012007) pp.1-7
- 2020** [Tourist expectation and satisfaction towards pedestrian walkway in Georgetown, a World Heritage site.](#) IOP Conference Series: Earth and Environmental Science , 447 pp.1-9
- 2019** [Demographics and Halal food consumption: a quantitative analysis.](#) International Journal of Modern Trends in Business Research (IJMTBR) , 2 (6) pp.29-35
- 2019** [Mapping the sensory values in the core zone area of Melaka world heritage site.](#) Tourism, Leisure & Global Change , 5 pp.10-18

### Conference or Workshop Item

- 2020** [Local community's cultural attitudes towards support for tourism development and conservation in archaeological heritage of the Lenggong Valley..](#) In: **4th International Seminar On Tourism 2020**
- 2020** [Analysing the factors affecting the purchasing decision over Malaysian batik products.](#) In: **4th International Seminar On Tourism 2020**
- 2020** [Readiness and participation of local community for river-based tourism development in Sabak Awor, Muar, Johor.](#) In: **4th International Seminar On Tourism 2020**
- 2020** [Analysing the tourist's e-satisfaction of hotel booking website towards online purchase intention in Malaysia.](#) In: **4th International Seminar On Tourism 2020**
- 2020** [Re-examining sensory experience on highland nature-based resort rooms.](#) In: **4th International Seminar On Tourism 2020**
- 2019** [Tourmuove application: interactive navigation and mobile application in creating efficient tourist movement in Muar, Johor.](#) In: **Penang International Invention, Innovation and Design 2019 (PIID2019)**
- 2019** [Chetty: the unforgotten.](#) In: **Penang International Invention, Innovation and Design 2019 (PIID2019)**

- 2019 [Modeling and forecasting: A case study of tourist arrivals in Malaysia.](#) In: **3rd International Language & Tourism Conference 2019**
- 2019 [International Islamic University Malaysia \(IIUM\) student's acceptance on virtual reality \(vr\) as a tourism marketing tool.](#) In: **3rd International Language & Tourism Conference 2019**
- 2018 [Exploring Halal food preferences across age and gender.](#) In: **1st International Conference on Humanities, Entrepreneurship and Society (ICHES 2018)**
- 2018 [Urban river reserve potentials as passive cooling strategies.](#) In: **International Conference on Civil and Environmental Engineering (ICCEE 2018)**
- 2018 [Adapting biophilic design in urban riparian.](#) In: **55th IFLA World Congress 2018**
- 2018 [Mapping the sensory values in the core zone area of Melaka world heritage site.](#) In: **The 11th Tourism Outlook Conference: Heritage Tourism Beyond Borders and Civilization 2018**

**Book  
Book Section**