

Assistant Professor Hanafi Bin Hamzah

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MQA Panel for Tourism and Hospitality Programme

*MBA in Tourism and Hospitality Management
BBA (hons.)(Majoring in Tourism Planning & Development)*

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Hanafi Bin Hamzah is an Assistant Professor of Tourism Planning & Development and Head of Department for the Hospitality and Culinary Arts Programme for the Faculty of Hospitality and Tourism Management at UCSI University Kuala Lumpur. He is an MQA Certified Panel member for the Malaysia Tourism and Hospitality Programme as well as being a member of the Tourism Educators Association of Malaysia. He is also a member of the Tourism Educators Association of Malaysia (TEAM) and the Tourism Research Information Network (TRINET), University of Hawaii.

He holds a Masters in Tourism and Hospitality Management and a Bachelor in Business Administration (hons.) majoring in tourism planning and development; both degrees were awarded by Universiti Utara Malaysia. He is currently pursuing his PhD and on his final year of study at Universiti Putra Malaysia with a focus on Environmental Management Systems in the SME hotel industry.

Mr. Hamzah started his career with Malaysia Airlines in 1997. He continuing there until 2010, he was attached to the Flight Operations Department and focused on customer service. His academic career started in 2010 with a focus on tourism, hospitality and event management as a lecturer and then promoted to the administrative level as Programme Leader in 2011 and Acting Head of the Tourism School at Berjaya University College of Hospitality, Kuala Lumpur in 2012.

He started his current position at UCSI University in May 2013 together with the position of Faculty Coordinator. He has been recognized as an expert in the area of tourism planning and development. His research interests are within the scope of environmental management, tourism destinations, image-branding and customer service.

Academically, he is a lecturer who is interested in Immersion Methodology and Work-Based Learning, focusing and substantially extending his teaching excellence through adapting the technique of 'Connect, Convey and Convince' to encourage students to use their potential talents.