

NUR BALQISH HASSAN



Senior Lecturer

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EDUCATION

2023

Universiti Teknologi Malaysia

PhD in Management

2012

Universiti Utara Malaysia

MBA (Tourism and Hospitality Management)

2010

Universiti Utara Malaysia

Bachelor in Tourism Management

2006

Politeknik Johor Bahru

Diploma in Tourism Management

SKILLS

Language:

Bahasa Melayu

English

Chinese (Mandarin)

Software:

MATLAB, SPSS, Canva, Powerpoint

License:

PADI (Europe) Open water diver

I am a researcher and lecturer specializing in smart tourism, market segmentation, and event management. My work focuses on artificial intelligence to improve tourism experiences and support sustainable destination development. I am also a certified trainer in motivational programs, marketing, and communication skills, with experience conducting workshops and training for students, professionals, community groups, and tourism industry stakeholders in human resource development

WORK EXPERIENCE

2024 until present

Universiti Teknologi Malaysia

Senior Lecturer, Faculty of Management

2015-2020

Universiti Utara Malaysia

Tutor,
School of Tourism Hospitality and Event Management

2010-2015

Politeknik Sultan Idris Shah

Lecturer, Department of Tourism and Hospitality

2009 - 2010

Taj Exotica Resort and Spa, Maldives

Villa Service Assistant

2006

Petronas Twin Towers, Skybridge Visit

Visitor Service Assistant

REFERENCES

YBhg. Datuk Musa Hj. Yusof

Deputy Director General (Promotion) Tourism Malaysia

Prof. Dr. Noor Hazarina Hashim

Chair, Student Recruitment & Admission Division, UTM,

LIST OF PUBLICATIONS

- Govindasami, S., Hassan, N. B., Hashim, N. H. (2025). Chatbots and customer burnout: When digital help turns harmful. *Journal of Event, Tourism and Hospitality Studies*
- Patwary, A. K., Kumar, P., Zainol, N. A., Hassan, N. B., Parvez, M. O., Ahmad, R., & Djalal, S. S. (2025). Generation Z Customers Intention to Compliment Restaurant Service Through Perceived Credibility and Need for Interaction: Mediated by Experiential Relationship Quality. *Journal of Culinary Science & Technology*, 1-27.
- Hassan, N. B., & Hashim, N. H. (2024). Technographic segmentation of smartphone usage at the Rainforest World Music Festival. *International Journal of Event and Festival Management*. Vol. 15, No. 3, pp. 377-393. Emerald Publishing Limited.
- Xue, Z., Hashim, N. H., & Hassan, N. B. (2024). Transitioning from green screens to green scenes: Exploring how short videos influence Gen Z's choice of eco-conscious travel destinations. *Journal of Infrastructure, Policy and Development*. Vol. 8, No. 4, pp. 4701.
- Hassan, N. B., Hashim, N. H., Padil, K. H., & Bakhary, N. (2022). Uncertainties: An investigation of aleatory and epistemic errors in market segmentation analysis. *Journal of Convention & Event Tourism*. Vol. 24, No. 1, pp. 1-31. Routledge.
- Hassan, N. B., Hashim, N. H., Bakhary, N., & Padil, K. H. (2019). Technographic segmentation using neural network at the Rainforest World Music Festival. *Journal of Tourism, Hospitality & Culinary Arts (JTHCA)*. Vol. 7, No. 3, pp. 1-16.
- Hassan, N. B., Hashim, N. H., Bakhary, N., & Padil, K. H. (2018). Segmenting cultural festival visitors profile based on mobile usage consumption using the artificial neural network. *The 16 th APacCHRIE Conference Innovation and Sustainability*, Guangzhou, pp.259-262.
- Hassan, N. B., & Hashim, N. H. (2017). The Colloquium. *Expert Systems with Applications*, Vol. 41, No.10, pp. 4542-4553.
- Hassan, N. B., & Hashim, N. H. (2017). A Review of Market segmentation on events and festivals from 1996 to 2017. *4th International Conference on e-Commerce*.
- Mohamed, A. E., Hassan, N. B., & Meng, W. (2016). Students' motivations to study hospitality and tourism management programmes: A case of Universiti Utara Malaysia. *Journal of Business and Hospitality Management*, 2(1), 58-64.

LIST OF RESEARCH GRANTS

Client : Islamic Tourism Centre
Role : Member
Budget approved : RM 20, 200
Title : What people says about us? Understanding the projected Muslim destination Image through review via text mining in social network analysis

Client : Malaysian Anti-Corruption Commission
Role : Member
Budget approved : RM 77, 000.00
Title : Corruption risks, governance, and integrity in the halal industry in Malaysia

Client : Yayasan Penyayang Iskandar Puteri
Role : Principle Investigator
Budget approved : RM 10, 000.00
Title : Keberkesanan sosial media: Kajian kes YPIP X UTM Color Run Fest 2024

Client : Universiti Teknologi Malaysia
Role : Principle Investigator
Budget approved : RM 20, 000.00
Title : Sustainable ecotourism through product development and community training in Ngadas Village, Indonesia

Client : Universiti Teknologi Malaysia
Role : Principle Investigator
Budget approved : RM 48, 500.00
Title : Social media sentiment and sustainability half marathon events in Malaysia