

# CURRICULUM VITAE



A. BUTIR-BUTIR PERIBADI ( <i>Personal Details</i> )			
Nama Penuh ( <i>Full Name</i> )	Syamsul Herman bin Mohammad Afandi		Gelaran ( <i>Title</i> ): Dr.
No. MyKad / No. Pasport ( <i>Mykad No. / Passport No.</i> )	Warganegara ( <i>Citizenship</i> ) Malaysia	Bangsa ( <i>Race</i> ) Melayu	Jantina ( <i>Gender</i> ) Lelaki
Jawatan ( <i>Designation</i> )	Pensyarah Kanan	Tarikh Lahir ( <i>Date of Birth</i> )	

Alamat Semasa ( <i>Current Address</i> )	Jabatan/Fakulti ( <i>Department/Faculty</i> )	E-mel dan URL ( <i>E-mail Address and URL</i> )
Fakulti Perhutanan, UPM, 43400 Serdang, Selangor  Tel: 03-89467582	Jabatan Rekreasi dan Ekopelancongan, Fakulti Perhutanan, UPM, 43400 Serdang, Selangor  Tel:03-89467582 Fax: 03-89432514	E-mail: <a href="mailto:syamsulhma@upm.edu.my">syamsulhma@upm.edu.my</a> , <a href="mailto:syamsulherman@gmail.com">syamsulherman@gmail.com</a>  URL:  H/P: 0192358775

B. KELAYAKAN AKADEMIK ( <i>Academic Qualification</i> )			
Nama Sijil / Kelayakan ( <i>Certificate / Qualification obtained</i> )	Nama Sekolah Institusi ( <i>Name of School / Institution</i> )	Tahun ( <i>Year obtained</i> )	Bidang pengkhususan ( <i>Area of Specialization</i> )
Diploma Perhutanan	Universiti Pertanian Malaysia	1993	Pengurusan Hutan
Bachelor Sains Perhutanan	Universiti Putra Malaysia	1997	Pengurusan Taman dan Rekreasi
Master Sains Perhutanan	Universiti Putra Malaysia	2003	Pengurusan Hidupan Liar
Ph. D	Universiti Putra Malaysia	2011	Ekonomi Rekreasi

C. KEMAHIRAN BAHASA ( <i>Language Proficiency</i> )					
Bahasa / <i>Language</i>	Lemah <i>Poor (1)</i>	Sederhana <i>Moderate (2)</i>	Baik <i>Good (3)</i>	Amat Baik <i>Very good (4)</i>	Cemerlang <i>Excellent (5)</i>
English			√		
Bahasa Melayu					√
Chinese					
Lain-lain ( <i>other</i> ):					

**D. PENGALAMAN SAINTIFIK DAN PENGKHUSUSAN***(Scientific experience and Specialisation)*

<i>Organization</i>	<i>Position</i>	<i>Start Date</i>	<i>End Date</i>	<i>Expertise</i>
Institut Perhutanan Tropika dan Produk Hutan	Research Associate	01 Sept 2010	At present	Recreation economics

**E. PEKERJAAN (Employment)**

<i>Majikan / Employer</i>	<i>Jawatan / Designation</i>	<i>Jabatan / Department</i>	<i>Tarikh lantikan / Start Date</i>	<i>Tarikh tamat / Date Ended</i>
KPMG Management Consulting	Consulting Assistant	Tourism, Leisure and Hospitality	19 Jun 1997	30 Sep 1998
Forest Research Institute Malaysia (FRIM)	Research Officer	Forest Recreation and Environment Education	10 Feb 2001	28 Feb 2004
Faculty of Agriculture and Food Science	Lecturer	Dept of Forestry Science	01 Mac 2004	30 Jun 2010
Faculty of Forestry	Lecturer	Dept of Forest Management	01 July 2010	31 October 2012
Faculty of Forestry	Senior Lecturer	Dept of Recreation and Ecotourism	01 November 2012	At present
Faculty of Forestry	Head of Department	Dept of Recreation and Ecotourism	01 February 2016	At present

**F. ANUGERAH DAN HADIAH (Honours and Awards)**

<i>Name of awards</i>	<i>Title</i>	<i>Award Authority</i>	<i>Award Type</i>	<i>Year</i>
<i>Academic Awards</i>	Graduate Research Assistant	<i>IRPA-UPM</i>	University research grant	1999
	Assisted Research Outreach	<i>CIDA-Treelink</i>	Scholarship	1999-2001

**G. SENARAI PENERBITAN (Sila masukan nama pengarang, tajuk, nama jurnal, jilid, muka surat dan tahun diterbitkan) (List of publications – author (s), title, journal, volume, page and year published)**

<i>Journal</i>	
	Noor Azlin Y., Suryani, A., Syamsul Herman, Ong, T. and Chew, M.Y. (2001) A preliminary study on visit density and crowding perceptions at

FRIM's canopy walkway in Kepong, Selangor. *Journal of Wildlife and Parks*. No. 10: 49-53.

Noor Azlin, Y. & Syamsul Herman. (2003). Monitoring visitor satisfaction of the canopy walkway experience: some implications of the effects of reduced personnel. *Journal of Wildlife and Parks*. 99-102

Nitanan Koshy Matthew, Ahmad Shuib, Sridar Ramachandran, Syamsul Herman M. A. and Vikneswaran Nair (2011) Exploring economic valuation and impact of rural tourism. *TEAM Journal of Hospitality and Tourism*. Vol 8 (1): 1-4

Syamsul Herman M.A., Ahmad Shuib, Ramachandran, S., Mohd. Rusli Y. and Aldrich Richards (2012) The need for recreational economic valuation at Perlis State Park. *The Malaysian Forester* 75(1). 73-80

Zaiton S., Syamsul Herman, M.A., Alias R. and Mohd Rusli, Y (2012). Willingness to pay for conservation fee at Penang National Park. *The Malaysian Forester*. 75 (1): 43-52

Madhavan Balan Nair, Sridar Ramachandran, Ahmad Shuib, Syamsul Herman, M.A., and Vikneswaran Nair (2012). Multi-criteria decision making approach for responsible tourism management. *The Malaysian Forester*. 75 (2): 135-146

Syamsul Herman, M.A., Ahmad, S., Ramachandran, S. And Rusli, Y. (2012). Valuing the recreational benefit of cross-border shopping at Wang Kelian Sunday market, Perlis, Malaysia. *The Malaysian Forester* 75 (2): 189-196 (2012)

Nur Syuhada, C. I., Syamsul Herman, M. A. and Zaiton, S. (2013). Attributes motivating participation in extreme recreation at Putrajaya Challenge Park, Malaysia. *The Malaysian Forester* 76(1): 51-60 (SCOPUS- indexed).

Siow, M. L., Ramachandran, S., Shuib, A., Nair, M., Syamsul Herman M.A & Prabhakaran, S. (2013). Rural resources as tourism capital: The case of Setiu Wetlands, Terengganu, Malaysia. *The Malaysian Forester*, 76(1), 27-39.

Syamsul Herman M. A., Zaiton, S. and Ahmad, S. (2013). Review of valuation from a non-market perspective: travel cost method for rural tourism. *Worldwide Hospitality and Tourism Themes*. Vol 5(4). (Accepted)

Syamsul Herman, M.A., Ahmad S., Ramachandran S. and M. Rusli Y. (2013) Recreational economic value of the Perlis State Park, Malaysia: An application of Zonal Travel Cost Model. *Journal of Tropical Agricultural Science*. (Accepted)(SCOPUS- indexed).

	<p>Siow, M.L., Ramachandran, S., Nair, V., Shuib, A. and Syamsul Herman, M.A. (2013) Scoping the potentials and pitfalls of rural tourism policies: Constructivism as a theoretical lens. <i>Journal of Tropical Agricultural Science</i>. (Accepted)(SCOPUS- indexed).</p>
<i>Books/Monographs</i>	<p>Khairudin, B., Azyyati, A. K., Noor Azlin, Y. &amp; <u>Syamsul, H. M. A.</u> (2004). <i>Membina Laman Web: Satu Panduan Laporan Taman Semulajadi</i>. Forest Research Institute Malaysia, Kepong, Kuala Lumpur, Malaysia. 26 pp</p> <p>Azyyati, A. K., Azahari M. Y., Noor Azlin, Y., Khairudin, B. &amp; <u>Syamsul, H. M. A.</u> <i>Pembangunan Taman Alam Semulajadi untuk Pemerhatian Tumbuhan dan Haiwan di Kawasan Sekolah</i>. Siri Alam dan Rimba No. 9. Forest Research Institute Malaysia, Kepong, Kuala Lumpur, Malaysia. 44 pp.</p>
<i>Chapter in book</i>	<p><u>Syamsul Herman M.A.</u>, Ahmad S., M. Rusli Y., Azyyati A.K. (2010). Demand and recreational value of Gua Kelam: An application of the travel cost method in Mohd. Parid M., Yap, B. W., Lim, H.F., Norini, H. <i>Forestry and Economic Research Using SPSS</i>. FRIM Publication. Kepong. Malaysia. Pp. 189-196.</p> <p><u>Syamsul Herman M. A.</u>, Ahmad, S., Ramachandran, S. and M. Rusli Y. (2011) Valuation of a recreational value: The Travel Cost Method. <i>Selected Reading in Hospitality and Tourism</i>. Penerbit UPM</p> <p><u>Syamsul Herman, M.A.</u> and Nur Syuhada C.I. (2012). Outdoor recreation participation at personal and external level in Zaiton,S., <u>Syamsul Herman, M.A.</u> and Norfaryanti K. <i>Sustainable Forest Utilisation: Concept and Practices</i>. Penerbit UPM.</p> <p>Zaiton S., Norfaryanti K. and <u>Syamsul Herman M.A.</u> (2012). Overview of sustainable forest utilisation in Zaiton,S., Syamsul Herman M.A. and Norfaryanti K. <i>Sustainable Forest Utilisation: Concept and Practices</i>. Penerbit UPM.</p>
<i>Proceedings</i>	<p><u>Syamsul H.M.A.</u> and Noor Azlin, Y (2005). A preliminary study on visitors' satisfaction level towards recreational facilities in selected locations in Bintulu, Malaysia in Nyoman Wistara, Rajan Amartalingam, Seca Gandaseca, John Keen, Geoffrey James, Zamri Rosli and Semsolbahri Bokhari (Editors) <i>Proceeding of Internatioanl Forestry 'Synergistic Approach to Appropriate Forestry Technology for Sustaining Rainforest' Ecosystems' Bintulu, 7-9 Mac 2005</i>. 147-152.</p> <p>Azyyati, A. K., Noor Azlin, Y. and <u>Syamsul, H.M.A.</u> (2005) Electronic Nature Education Program: a study on students' acceptance. <i>Proceedings of International Conference on Social Sciences and</i></p>

	Humanities. Bangi, Selangor. 14-16 December 2004. Vol. 2 Pp.124-130
<i>Other publications</i>	<p><i>Periodicals</i>  <u>Syamsul Herman M.A.</u> (2011) The significance of Recreation on the Economy. <i>INTROPica</i>. Jan-Jun 2011. Pp5-6.</p> <p><i>Doctoral Dissertation</i>  Syamsul Herman bin Mohammad Afandi (2010) Valuing Recreational Benefits of Perlis State Park, Malaysia using Travel Cost Method. Universiti Putra Malaysia, Serdang, Selangor</p>
<i>Computer software</i>	Wildlife Database: Aves and Mammals of Malaysia

<b>H. PROJEK PENYELIDIKAN TERDAHULU</b> ( <i>Past Research Project</i> )					
<i>Project No.</i>	<i>Project Title</i>	<i>Role</i>	<i>Year</i>	<i>Source of fund</i>	<i>Status</i>
03-01-11-1158RU	Assessment of Recreation Value of the Extreme Sports and Recreation of Different Management Systems	Project Leader	2011	RUGS (RM21,000)	On-going
	Economic Responsibility Rural Tourism Framework	Co-researcher	2011	LRGS (RM1,170,015)	On-going
08-04-01-0095 EA001	Assessment of Economic Value of the Perlis State Park as a Recreational Area	Co-researcher	2005	MOSTE (RM86,280)	Completed
	Electronic Nature Education Programme	Project Manager	2002	MOSTE (RM493,605)	Completed