

NORAJLIN JAINI

Senior Lecturer (FSPU)

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Areas of Expertise

Park Management, Heritage and Conservation, Landscape

Personal Information

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Academic Qualifications

Master in Heritage and Conservation Management 2009, University Teknologi MARA
Degree in Park and amenity Management, 2004, University Teknologi MARA
Diploma in Landscape Architecture, 2001, University Teknologi MARA

Professional Members

1. World Urban Park (WUP), Member, 2019-2020
2. Malaysia Park, Amenity and Recreation Management Society (MyParks), Member, 2020

Teaching and Learning

1. Degree, 2017-2020, Club and Theme Park Management, Lecture & Tutorial
2. Degree, 2017-2020, Planning and Managing Natural, Cultural and Historical Sites, Lecture & Tutorial

3. Degree, 2018-2019, Seminar, Lecture & Tutorial
4. Degree, Mac 2020, Park Management Studio 2, Lecture & Tutorial

Student Supervision

1. Nuur Hazirah Binti Nasruddin (2017643208), The Study of Less Outdoor Recreation Among Adolescence, Undergraduate
2. Norhadahana Binti Mohd Yusoff (2017648966), Study on The Impact of Video Games Among Students Uitm, Shah Alam, Undergraduate
3. Nor Amiza Binti Abdul Rahim (2017649006), Assessment on The Important of Sustainable Consumption and Attitude Among University Students At Uitm Shah Alam, Selangor, Undergraduate
4. Nuraisyah Binti Hussin (2017648978), Determining Visitor Satisfaction at Urban Green Space, Shah Alam Lake Garden, Selangor, Undergraduate
5. Aisyah Binti Shamsuddin (2016586881), Visitors Motivation and Experience at Sunway Lagoon Theme Park, Undergraduate
6. Fatimahthunzahrah Binti Mohd Upandi (2016579289), The Practice of Ecotourism Among Visitors in Gunung Ledang Johor National Park, Undergraduate
7. Wan Syahirah Binti Wan Sulong (2016586989), Visitors Perception Towards the Image of Taman Saujana Hijau, Putrajaya, Undergraduate
8. Nurin Najihah Binti Baharudin (2016258962), Visitors Perception on Heritage Element at Kota Bharu, Kelantan, Undergraduate
9. Ali Sofian Bin Abdul Karim (2015395827), The Benefits of Recreation in Indoor Park, Undergraduate
10. Mohamad Shafiq Bin Che Awang (2015100147), Tourist Satisfaction Toward Tourism Destination in Melaka, Undergraduate
11. Wan Aisyah Binti Mohd Nizam (2016259114), Assessment on Heritage Characteristic in Royal Town Klang, Undergraduate
12. Nadiatul Aini Binti Kamarudin (2017457642), The Effectiveness of Heritage Interpretation on Heritage Trails in Malaysia, Postgraduate
13. Nurul Nadiah Binti Sahidan (2017816346), Public Perception on Heritage Trails in George Town, Postgraduate

Publications

1. Ahmad Nazrin Aris Anuar, Norasniza Suriansa, Norajlin Jaini, Firdaus Chek Sulaiman, Nur Idzhainee Hashim (2020), The Effects of Crowding towards the Domestic Tourist Satisfaction at Pangkor Island, International Journal of Recent Technology and Engineering, Co-Author
2. Ahmad Nazrin Aris Anuar, Norajlin Jaini, Nur Idzhainee Hashim and Firdaus Chek Sulaiman (2020), Tourist Friendly Destination: Tourism Policy and Development Strategy in Kuala Lumpur, Book Publisher International, Perspectives of Arts and Social Studies Vol. 4, Co-Author

3. Norajlin Binti Jaini, Nadiatul Aini Kamarudin, Ahmad Nazrin Aris Bin Anuar, Nur Idzhainee Binti Hashim (2020), The Assessment on the Physical Elements of Klang Royal Town, Malaysia, Book Publisher International, Emerging Issues in Science and Technology Vol. 4, Main Author
4. Hanisah Othman, Abdul Rauf Bin Abdul Rasam, Norajlin Binti Jaini (2019), GeoPark Management and GIS: Geospatial Tree Information Inventory System, The 3rd International Conference on the Future of ASEAN (ICOFA) 2019, Springer, Co-Author
5. Ahmad Nazrin Aris Bin Anuar, Fatin Hazira Ridzuan, Norajlin Binti Jaini, Firdaus Bin Chek Sulaiman, Nur Idzhainee Binti Hashim (2019), The Impacts of Overtourism Towards the Local Community in Heritage City, Longdom Publishing, Journal of Tourism & Hospitality, Co- Author
6. Norajlin Binti Jaini, Melissa Robot, Ahmad Nazrin Aris Bin Anuar, Ely Rouzee Binti Jamaluddin (2019), The Identification of Criteria for Ecotourism Practice in Peninsular Malaysia, Longdom Publishing, Journal of Hotel and Business Management, Co- Author
7. Ahmad Nazrin Aris Bin Anuar, Suzila Selamat, Norajlin Binti Jaini, Nur Idzhainee Binti Hashim (2019), The Evaluation of Interior Design Elements in Nature Interpretation Centre, Longdom Publishing, Journal of Hotel and Business Management, Co- Author
8. Rabiatal Adawiyah Binti Nasir, Sabri Salleh, Ahmad Nazrin Aris Bin Anuar, Che Bon Binti Ahmad, Norajlin Binti Jaini (2019), The Estimations of Recreation Carrying Capacity of Bukit Saga, Selangor, Malaysia, ICRMBEE2019, Co-Author
9. Firdaus Bin Chek Sulaiman, Norajlin Binti Jaini, Ely Rouzee Binti Jamaluddin, Nur Idzhainee Binti Hashim (2018), The Impact of Marine Tourism Towards The Local Community At Pulau Pangkor, Perak, Asian Journal of Quality of Life, Co-Author
10. Nur Idzhainee Binti Hashim, Norajlin Binti Jaini, Ely Rouzee Binti Jamaluddin, Firdaus Bin Chek Sulaiman (2017), Measuring Service Quality Expectation and Satisfaction Using Servqual at Hutan Lipur Sungai Congkak, Environment - Behaviour Proceedings Journal, Association of Malaysian Environment - Behaviour Reseachers, Co-Author
11. Firdaus Bin Chek Sulaiman, Ely Rouzee Binti Jamaluddin, Norajlin Binti Jaini, Nur Idzhainee Binti Hashim (2017), The Influence of Marine Tourism towards the Quality of Life among Local Tour Operators at Pulau Pangkor, Perak, Environment - Behaviour Proceedings Journal, Association of Malaysian Environment - Behaviour Reseachers, Co-Author
12. Norajlin Binti Jaini, Jamalunlaili Bin Abdullah, Mellissa Robot (2015), The Identification of Criteria For The Sustainable Ecotourism In Peninsular Malaysia, Langkawi International Conference on Adventure and Ecotourism 2015, Co-Author
13. Norajlin Jaini, Ahmad Nazrin Aris Anuar, Mohd Salleh Daim (2012), The Practice of Sustainable Tourism in Ecotourism Sites Among Ecotourism Providers, Asian Social Science, Main Author
14. Rabiatal Adawiyah Nasir, Ahmad Nazrin Aris Anuar, Fairus Md Darus, Siti Aekbal Salleh (2012), Procedia and Behavioral Sciences, Co-Author
15. Aidatul Fadzlin Bakri, Nooridayu Ahmad Yusuf, Norajlin Jaini (2012), Managing Heritage Assets: Issues, Challenges and the Future of Historic Bukit Jugra, Selangor, Procedia and Behavioral Sciences, Co-Author

16. Ahmad Nazrin Aris Anuar, Norajlin Jaini, Hikmah Kamarudin, Rabiatal Adawiyah Nasir (2011), Effectiveness evaluation of Safe City Programme in Relation to the Tourism Industry, Procedia Engineering, Co-Author

Research Grants and Contracts

1. Norajlin Jaini, Salleh Daim, Ahmad Nazrin Aris Anuar (2010), Acquiring New Certification Criteria for Ecotourism Practice in Peninsular Malaysia, FRGS, RM81,000, Main Researcher
2. Rabiatal Adawiyah Nasir, Ahmad Nazrin Aris Anuar, Norajlin Jaini (2010), Spatial Distribution of Orang Asli Settlement Movement Near Kuala Kubu Baru Dam in Frase Hill, Pahang, Dana Kecemerlangan, RM5,000, Co-researcher
3. Esmawee Endut, Ahmad Faisal Alias, Norajlin Jaini (2018), Urban Conservation Strategy of Ex-Tin Mining Towns in Lembah Kinta, Perak Towards Regenerating Cultural Heritage Value, LESTARI, RM20,000, Co-researcher

Consultation & Expertise

1. Kolej Vokasional Dato Lela Maharaja, Friendly Landscaping for ARCA Competition, National, 2014, Judge
2. SIRIM, Kumpulan Kerja Adventure Tourism untuk penyediaan Malaysian Standard, National, 2016-2020, Committee Member

Innovation, Commercialization & Entrepreneurial

1. Invention, Innovation and Design Exposition (IIDEX 2017), Dynamics of Scots Pine (*Pinus sylvestris* L.) Growth in Response to Climate Change, Faculty Level, 2017, Member
2. Invention, Innovation and Design Exposition (IIDEX 2016) - The Development of Certification Criteria for Ecotourism Practice in Peninsular Malaysia, Faculty Level, 2016, Leader
3. Invention, Innovation and Design Exposition (IIDEX 2014) - Aquaos: Spatial Aquaculture Decision Support System Using Multi Integrated
4. Open-Source GIS, University Level, 2014, Member
5. Invention, Innovation and Design Competition (IIDEX SE 2013) - Intelligent Tree Inventory Detector (I-Tree), Faculty Level, 2013, Member
6. Invention, Innovation and Design Exposition (IIDEX 2012) - Lyrics and Melody as a Learning Tool, Faculty Level, 2012, Member
7. Invention, Innovation and Design Exposition (IIDEX 2010) - Realization of 1Malaysia Through Park Settings, Faculty Level, 2010, Member

Services & Administration

1. Committee, 2012-2020, Faculty, MyRA
2. Committee, 2014-2017, Faculty, Research Management Unit (RMU)
3. Committee, 2015-2020, Faculty, PRISMA
4. Committee, 2016-2018, Faculty, Liason Korporat
5. Committee, 2018-2020, Faculty, Strategic Planning
6. Committee, 2019-2020, Department, Amanah Tugas Pensyarah Dan Jadual Waktu Kuliah
7. Committee, 2019, Department, Penyediaan Perakuan (Endorsement) Program Untuk World Urban Park (Wup)

Work and Collaboration Experience

1. Asst. Landscape Architect (2005 - 2007), Awam Saujana Sdn. Bhd.
2. Asst. Landscape Architect (2004 - 2005), Mksk Landscaping Sdn. Bhd.
3. Landscape Designer (2002 - 2004), Morphosis Design Sdn. Bhd.

Awards & Recognitions

1. National E-Content Development Competition, Massive Online Open Course (MOOC), Public Park Management, National, 2018 (Bronze Award)
2. National E-Content Development Competition, Massive Online Open Course (MOOC), Resources and Environment, National, 2018 (Bronze Award)
3. Invention, Innovation and Design Exposition (IIDEX 2017), Dynamic of Scots Pine (*Pinus Sylvestris L*) Growth in Response to Climate Change, Faculty, 2017 (Bronze Award)
4. Invention, Innovation and Design Exposition (IIDEX 2016), The Development of Certification Criteria for Ecotourism Practice in Peninsular Malaysia, Faculty, 2016 (Bronze Award)
5. Invention, Innovation and Design Exposition (IIDEX 2014), Aquaos: Spatial Aquaculture Decision Support System Using Multi Integrated Open-Source GIS, National, 2014 (Silver Award)
6. Invention, Innovation and Design Exposition (IIDEX 2013), Intelligent Tree Inventory Detector (I-Tree), Faculty, 2013 (Gold Award)
7. Invention, Innovation and Design Exposition (IIDEX 2010), Realization of 1 Malaysia Through Park Settings, Faculty, 2010 (Bronze Award)

Contribution to Society

1. Corporate and Social Responsibility, Pengindahan Landskap dan Pendidikan Alam Sekitar, SK Laksamana Kota Tinggi, Community, 2019, Committee

2. Corporate and Social Responsibility, Mahasiswa Prihatin, Masyarakat Terjamin, Wakaf Desa Fahmi, Community, 2013, Participant