

SITI ZUBAIDAH BINTI MAT TAHIR

Lecturer (FSPU)

Centre of Studies for Parks and Amenity Management
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Areas of Expertise

Heritage Interpretation, Park and Recreation Management

https://www.researchgate.net/profile/Siti_Zubaidah_Mat_Tahir

Personal Information

Siti Zubaidah Binti Mat Tahir
293325
Centre of Studies for Parks and Amenity Management

Academic Qualifications

Master of Environmental Science (Land Use and Water Resource Management), 2011, Universiti Malaysia Sarawak (UNIMAS)
Bachelor of Parks and Amenity Management (Honours), 2007, Universiti Teknologi Mara (UiTM)

Professional Members

1. World Urban Park (WUP), Member, 2017-2020

Teaching and Learning

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|-----------|----------------------|--------------------------------------|----------------------|
| 1. Degree | March – July 2019 | Park and Amenity Management Studio I | Lecture and Tutorial |
| | Sept 2018 – Jan 2019 | | |
| | March – July 2018 | | |
| | Sept 2017 – Jan 2018 | | |

	March – July 2017 Sept 2016 – Jan 2017		
2. Degree	March – July 2019 Sept 2018 – Jan 2019 March – July 2018 Sept 2017 – Jan 2018 March – July 2017 Sept 2016 – Jan 2017	Landscape and Amenity Management	Lecture and Tutorial
3. Degree	March – July 2019 Sept 2018 – Jan 2019 March – July 2018 Sept 2017 – Jan 2018 March – July 2017 Sept 2016 – Jan 2017	Rural Tourism Planning and Management	Lecture and Tutorial
4. Degree	March – July 2019 Sept 2018 – Jan 2019 March – July 2016	Park Recreation Programming	Lecture and Tutorial
5. Degree	Sept 2014 – Jan 2015	Club and Theme Park Management	Lecture and Tutorial
6. Degree	March – July 2014 Sept 2013 – Jan 2014 March – July 2013 Sept 2012 – Jan 2013 March – July 2012	Park Visitor Destination Management	Lecture and Tutorial

Student Supervision

1.	Muhammad Amirul Aizat Bin Mohd Jais	2016259034	Visitors Experience Toward Museum Environment. A Case study of National Museum Kuala Lumpur	Mar – July 2019	Main supervisor	Completed
2.	Muhammad Faris Syamim Bin Zainuddin	2016259038	Importance and Performance Analysis of Wildlife Conservation Center of River Terrapin, Bota, Perak			Completed
3.	Nur Syahirah Binti Ramlan	2016258988	Place Attachment and Behavioral Loyalty in Urban Park. Case study of KLCC Park, Kuala Lumpur			Completed
4.	Nurul Ain Binti Mohamad Fazli	2016259054	Assessing Nature Connectedness Among Park and Amenity Students, UiTM Shah Alam			Completed
5.	Mohammad Syafiq Bin Rusli	2015126663	Homestay as A Form of Sustainable Tourism Development in Selangor: A Case Study of Homestay Banghuris, Sepang, Selangor	Sept 2018 – Jan 2019	Main supervisor	Completed

6.	Nur Syamsyambila Bt Mohamad	2015573893	Effectiveness of Interpretation Programs at Putrajaya Wetlands			Completed
7.	Ulfatul Izzah Bt Asuri	2015926269	Understanding Visitor's Motivation, Satisfaction and Preferences of Interpretive Sign at KL Forest Eco Park			Completed
8.	Syameera Binti Hamid	2015263408	Measuring Physical Activity Level among Park Users at Taman Rakyat Klang using System for Observing Play and Recreation in Community (SOPARC)	Mar – July 2018	Main supervisor	Completed
9.	Hafizah Binti Mohd Faisal	2015442704	The Usage of Campus Greenspace among Students at UiTM Shah Alam			Completed
10.	Nur Huszaimi Binti Mohamad Rasidi	2015409178	Place Attachment towards Taman Botani Negara Shah Alam			Completed
11.	Siti Aisyah Binti Zulkapli	2015232952	The Influence of Social Media in Evaluating Leisure Participation among Students of Faculty of Architecture, Planning and Surveying Shah Alam			Completed
12.	Fatin Farhana Bt Ab. Talib	2014311317	Assessing Exhibit Effectiveness at Forest Eco Park Interpretive Center	Sept 2017 – Jan 2018	Main supervisor	Completed
13.	Sh Ahmad Azril Fadil Bin Sh Ahmad Fauzi	2014790689	Park Usage based on Park Characteristics at Taman Metropolitan Batu			Completed
14.	Khairul Aizat Amir Bin Mohamad	2014993355	The Constraints of Museum Visitation among UiTM Shah Alam Students			Completed
15.	Siti Nasihah Binti Dershid	2014782335	Memorable Tourism Experience among International University Students in Selangor			Completed
16.	Nurul Asyikin Binti Ismail	2014197995	User's Perception towards Adaptive Reuse of Old Shop Houses at Ipoh Heritage Trail			Completed

Publications

Liliwirianis, N., Suratman, M. N., & Tahir, S. Z. M. (2013). Conservation of the critically endangered tree species *Dipterocarpus semivestitus* in Malaysia. In BEIAC 2013 - 2013 IEEE Business Engineering and Industrial Applications Colloquium

Research Grants and Contracts

Siti Zubaidah Mat Tahir, 2013, Ecological and Genetical Studies of Endangered Tree Species from Dipterocarpaceae: Case Studies of *Dipterocarpus Semivestitus*, *Vatica Flavida*, *Shorea Hemsleyana*, *Shorea Macrantha* and *Hopea Apiculata*. Dana Penyelidikan Lestari. Grant amount: RM32,000, Principal investigator, completed.

Consultation & Expertise

1. Ahli Jawatankuasa Induk Projek Membaikpulih Stesen Penyelidikan UiTM-PERHILITAN di Kuala Keniam, Taman Negara Pahang - 16 Feb 2017 – 15 Jan 2018

Innovation, Commercialization & Entrepreneurial

1. Project title: Digital Interpretive Media Application for Self-Guided Tour at Kuching Heritage Trail. Presented at International Invention Innovation and Design Competition (INDES 2017) organised by Universiti Teknologi MARA, Perak.
Gold Award and Best of the Best Award
2. Project title: The Use of On-site Digital Interpretive Media in Interpreting Heritage Site Meaning to Visitors. Presented at Innovation, Invention and Design Exposition (iiDEX 2017) organised by Research Management Unit, Faculty of Architecture, Planning and Surveying, Universiti Teknologi MARA (UiTM).
Silver Award
3. Project: National e-Content Development Competition (e-ConDev) 2017 for Golf Course Management – Massive Open Online Courses (MOOC).
Bronze Award
4. Project title: Interpretation of Kenong Rimba Park. Presented at Innovation, Invention and Design Exposition (iiDEX 2016) organised by Research Management Unit, Faculty of Architecture, Planning and Surveying, Universiti Teknologi MARA (UiTM)
5. Project title: Interpretation of Mangrove Trail – Kerteh River, Terengganu. Presented at Innovation, Invention and Design Exposition (iiDEX 2015) organised by Research Management Unit, Faculty of Architecture, Planning and Surveying, Universiti Teknologi MARA (UiTM)

Services & Administration

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| 1. Academic Advisor | 1 Sept 2014 – 31 August 2019 |
| 2. Koordinator Amanah Tugas Pensyarah dan Jadual Waktu Kuliah Pusat Pengajian | Sept 2015 – August 2019 |
| 3. Koordinator Ruang dan Kelengkapan Pusat Pengajian | Sept 2015 – August 2019 |
| 4. Koordinator i-Learn & Blended Learning Pusat Pengajian | Sept 2015 – August 2019 |
| 5. AJK Pembangunan Program Diploma Eksekutif 'Effective Protected Area Management' UiTM-Perhilitan | 1 August 2018 - 31 August 2019 |
| 6. Resource Person for Landscape and Amenity Management and Park and Amenity Management Studio I | 1 Dec 2014 – 30 Nov 2017 |
| 7. Penasihat Persatuan Pelajar | 1 July 2012 – 31 Oct 2016 |
| 8. AJK Program Homecoming Alumni FSPU | 30 Oct – 2 Nov 2014 |

Work and Collaboration Experience

NIL

Awards & Recognitions

Excellent Service Award, Centre of Studies for Parks and Amenity Management, 2016

Contribution to Society

1. Donor program, World Wide Fund for Nature (WWF), member, 2017 – Present
2. Donor Program, National Kidney Foundation (NKF), 2016 – Present
3. Community Service Program at Wakaf Desa Fahmi organized by Qadijah Maisarah Welfare and Education Organization, Klang, Selangor, 2013

Other Activities

NIL