



Dr. Mohammad Yazah Mat Raschid

Qualification:

PhD (Architecture Building and Planning), University of Melbourne, Australia
Masters in Architecture, University of New Mexico, New Mexico, USA
Bachelor in Environmental Design/Architecture, Texas A&M University, Texas, USA

Working Experience:

Senior Lecturer, Faculty of Design and Architecture UPM
Consultant Architect

Field of Specialization:

Tourism Planning, Sustainable tourism development

Research Areas of Interest:

Tourism Planning, Sustainable tourism development, Tourism Lifecycle Assessment and Rating Tool, Tourism Destination Image and Tourists Perceptions and Experiences



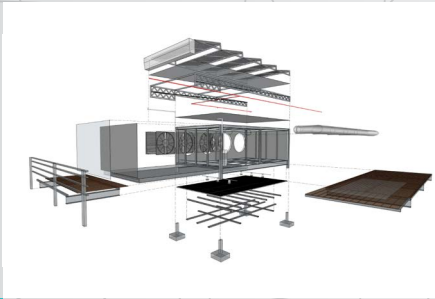
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Dr. Mohammad Yazah Mat Raschid PhD in Tourism Planning has led the pathway to diverse horizon of interests; physical planning and design of tourism facilities, sustainability of the planning to be competitive in its lifecycle, availability of standard rating tools to measure the sustainability and flexibility of portable or transportable units as design alternatives are important features to enhance tourists experience in a destination. Yazah believes that appropriately recapitulating and re-theorizing all the factors will enhance tourists' sense of place attachment which is obligatory in the process.

His vision is for the tourism industry in any form to be fittingly developed with minimal negative impact to the local environment, livelihood and economic viability. Through morphological analysis, phenomenological observations and statistical analysis, the polemic issues besieging the stagnant local tourism industry could be understood comprehensively.

Currently, Yazah is an advisor to Yayasan Diraja Sultan Mizan Terengganu on the visionary Setiu Wetland Ecotourism and Research Council (SWERC)

master plan and research facility development. He has published his works in Journal of Built Environment (UKM) Pertanika Journal of Social Sciences and Humanities (UPM Press) and Stedex Publication and peer-reviewed a number of conferences and academic journal. He won the Gold Medal Award and holds an Intellectual Property (IP) for the Nature based Lamp (Eco-light) industrial design. His studio project with a final year student was shortlisted as top ten South East Asian 2010 Archi Prix competition.

Yazah has taught studio projects, architectural research, advanced technology and material construction and has participated as an external assessor in several architectural schools and research programs. Yazah aspires to be a respected academician and researcher, combining his previous architectural consultancies experience and the challenging education world.