

## CURRICULUM VITAE



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<b>Last Name</b>	Mohd Bukhari
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<b>Education</b>	2022 <b>Universiti Sains Malaysia, Penang</b> Doctor Of Philosophy (SME Tourism Innovativeness)  2004 <b>Universiti Utara Malaysia, Kedah</b> <b>Master of Business Administration (MBA)</b>  1997 <b>Western Michigan University. Michigan, USA.</b> <b>Bachelor of Arts (Honors)</b> Major: Tourism & Travel Minor: Marketing

1995

**Universiti Teknologi MARA PPP/(UiTM),**  
Selangor.American Degree Program

1992

**Sultan Abdul Hamid College, Alor Setar, Kedah**  
SPM

## **Working Experience**

**Ministry of Finance, Langkawi Development Authority (LADA)**

**2016-Present**

**Manager, Tourism Division, LADA,**

- Fellow, Environmental and Development Institute (LESTARI), *Universiti Kebangsaan Malaysia* (UKM)
- Industrial Coach, Islamic Tourism, *Universiti Sultan Zainal Abidin (UniSZA)*
- Lieutenant Colonel Associate (Civil Defense of Malaysia)
- Evaluator, UNESCO Global Geopark Council
- Advisory Committee, Global Geopark Network (GGN)
- Coordination Committee, Asia Pacific Geopark Network (APGN).
- Coordinator of the Malaysian Geoparks Network
- Member of UNESCO Island Geopark Working Group in GGN.
- Secretariat for Langkawi UNESCO Global Geopark's Advisory Council, Royal Patron Board and Working Committee.
- Program Director for UNESCO Global Geopark learning course for South East Asia and Asia Pacific region.
- Member of Langkawi-Satun UNESCO Global Geopark Trans-Border Treaty.
- Certified Auditor for ISO 9001-2015 Quality Management System.
- Board of Director, Panorama Langkawi (Cable Car).
- Member of Pacific Area Travel Association (PATA).
- Member of Friend of Langkawi Geopark (FLAG)
- Advisor of LADA Employee Cooperative.
- Member of Assembly of Langkawi Front Liners (ALF).
- Administer more than 30 tourism and community events annually.
- Oversee physical development and maintenance works at geo-sites facilities.
- Promote and establish networking for Langkawi UNESCO Global Geopark at domestic and international level.
- Winner of PATA Gold Award for Langkawi UNESCO Global Geopark in Heritage & Culture Category (2018).

**2015-2016****Head, Investment & Business Facilitation Division, LADA.**

- Promoted LADA's land bank to potential investors at local and international level.
- Facilitated future investors in venturing or expanding their businesses in tourism sector in Langkawi.
- Secured a total of RM \$11.9 billion Gross Development Value (GDV) of mix investment in 2015.
- Facilitated local micro & small enterprise for sustainable business and steady income.
- Member of Investment Committee for LADA's subsidiary company.
- Deputy President for LADA Sports Club (2016-2017).

**2013-2014****Principle Assistant Manager, Delivery Management Office, LADA.**

- Monitored 14 initiatives and 80 sub-initiatives under the Langkawi Tourism Blueprint.
- Secretariat of LADA's Board Meeting co-chaired by Chief Minister of Kedah and Minister of Finance.
- Board member of Royal Langkawi Yacht Club.
- Organized Langkawi Tourism Awards in recognizing industry players.
- Represented Malaysia as a speaker at the 6th International Geopark Conference in Stonehammer, Canada, 2015.
- Certified Panel Judge for Malaysia Tourism Quality Assurance (MyTQA).

**2010-2012****Principle Assistant Manager, Promotion & Event Division, LADA.**

- Attended international & domestic tourism trade promotions.
- Member of Malaysia-Singapore Joint Business Council Hospitality Division.
- Archived a double-digit growth of tourist arrivals.
- Coordinated and facilitated tourism events of domestic or international in nature.

- Supervised daily operation of Living Museum i.e., Rice Garden Museum and Salt Water Hot Spring Village.
- Collected and analyzed statistic of tourist profile & spending pattern.
- Arranged courses for tourism front liners of communicative foreign language i.e., English, Mandarin, Arabic, France, Thai, Japanese and German.
- Contributed articles to quarterly publication magazine (Langkawi Sight and Sound)

**Ministry of Tourism, Malaysia (Langkawi Tourism Action Council).**

**2004-2009**

**Events Manager**

- Planned and organized international & domestic tourism events in Langkawi; (Water Festival, Squid Challenge, Fishing Competition, Arts & Crafts Festival and Mega Sales Carnival).
- Facilitated events organized by private companies; (Regatta, Ironman, Aerospace & Maritime Show (LIMA), International Dialogue and Golf Tournament).
- Produced impact report of all events organized in Langkawi.
- Identified new events that bring tourists and generate income.
- Promoted Langkawi as the venue for MICE (Meeting, Incentive, Conference and Exhibition) and events locally and internationally.
- Qualified trainer for Malaysia Welcomes the World courses.
- Organized an event called 'The Longest Local Creep' (Roti Jala) in Malaysia of 500 meter' for Malaysia Book of Record (2005).

**The Datai Resort, Langkawi, Malaysia.**

**2000-2003**

**Assistant Manager (Front Office)**

- Ensured smooth personalized check in & check out.
- Responsible for employee duty roster.
- Prepared monthly report on occupancy forecast.
- Provided training for the 'front of the house' staff on monthly basis.
- Traditional wedding planner.

- Attended International Association of Traffic and Safety Sciences (IATSS) Forum, Suzuka, Japan (2003).
- Awarded the Best 5-Star Resort In The World by Conde Nast Travelers in 2003.

**1998-2000****Management Trainee Program, The Datai Resort.**

- Undergone training in all departments (Front Office, Food and Beverages, Sales, Kitchen, Cost Control, Purchasing, Housekeeping, Laundry)
- Cross exposure at sister hotels in Bali, Indonesia under GHM Group of Luxury Hotels (The Legian, The Chedi & The Manggis)