

## CURRICULUM VITAE



<b>A. BUTIR-BUTIR PERIBADI (Personal Details)</b>			
Nama Penuh (Full Name)	Mohd Rusli Yacob		Gelaran (Title): Assoc. Prof
No. MyKad / No. Pasport (Mykad No. / Passport No.)	Warganegara (Citizenship) Malaysian	Bangsa (Race) Melayu	Jantina (Gender) Male
Jawatan (Designation)	Assoc. Profesor	Tarikh Lahir (Date of Birth)	

Alamat Semasa (Current Address)	Jabatan/Fakulti (Department/Faculty)	E-mel dan URL (E-mail Address and URL)
	Department of Environmental Management Faculty of Environmental Studies  Tel: 03-89466771 Fax: 03-89467468	E-mail: mroy@upm.edu.my

<b>B. KELAYAKAN AKADEMIK (Academic Qualification)</b>			
Nama Sijil / Kelayakan (Certificate / Qualification obtained)	Nama Sekolah Institusi (Name of School / Institution)	Tahun (Year obtained)	Bidang pengkhususan (Area of Specialization)
Ph.D	Newcastle upon Tyne University, UK	2002-2006	Environmental Economics
M.S	Universiti Putra Malaysia	1997-2001	Environmental Economics
B.S	Universiti Pertanian Malaysia	1993-1997	Forest Science

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

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

Organization	Position	Start Date	End Date	Expertise

**E. PEKERJAAN (Employment)**

Majikan / Employer	Jawatan / Designation	Jabatan / Department	Tarikh lantikan / Start Date	Tarikh tamat / Date Ended
UPM	Head Department	Department of Environmental Management	September 2012	Current
UPM	Head Department	Department of Hospitality and Recreation, FEP	Feb 2010	July 2011
UPM	Head of Laboratory	Laboratory of Trade and Marketing Policy, IKDPM	Mac 2007 -	Feb 2010

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

Name of awards	Title	Award Authority	Award Type	Year

**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)**

Journal	
	<p>Suleiman, A.D., <b>Mohd Rusli Y</b> and Alias, R. (2014) <u>Household's willingness to pay for heterogeneous attributes of drinking water quality and services improvement: an application of choice experiment</u>, <i>Applied Water Sciences</i>, DOI 10.1007/s13201-014-0186-6</p> <p>Nor Hizami H, <b>Mohd Rusli, Y</b> and Alias R (2014). Valuing Natural Resources of Ecotourism Destination in Taman Negara Sungai Relau, Pahang, Malaysia. <i>Australian Journal of Basic and Applied Sciences</i>, 8(3) March 2014, Pages: 416-425</p> <p>Emmy Farha Alias, Alias Radam, Yeong Pei Fen, <b>Mohd Rusli Yacob</b> and Md. Ferdous Alam. 2014. Growth in Malaysia's Export Food Market : A Shift-Share Analysis. <i>Asian Social Science</i>, 10(3):26-43</p> <p>Sara Kaffashi, Mad Nasir Shamsudin, Alias Radam, Khalid Abdul Rahim and <b>Mohd Rusli Yacob</b> . 2013. Non-Users' Trade-off between Natural Scenery, Water Quality, Ecological Functions and Biodiversity Conservation: A Way to Preserve Wetlands. <i>Environ Syst Decis</i>, 33:251-260.</p> <p>Sara Kaffashi, Mad Nasir Shamsudin, Alias Radam, Khalid Abdul Rahim and <b>Mohd Rusli Yacob</b> . 2013. We are Willing to Pay to Support Wetland Conservation: Local User's Perspective. <i>International Journal of Sustainable Development &amp; World Ecology</i>, 2013, 20 (4):325-335.</p>

	<p>Mahirah Kamaludin, Alias Radam, Khalid Abdul Rahim and <b>Mohd Rusli Yacob</b>. 2013. Consumer Willingness to Pay for Domestic Water Services in Kelantan. <i>Pertanika</i>, 21(s):1-12.</p> <p>Mahirah Kamaludin, Khalid Abdul Rahim, Alias Radam and <b>Mohd Rusli Yacob</b> . 2013. Improvements in Domestic Water Services in Kelantan: Are People Willing to Pay?. <i>Journal of Sustainability Science and Management</i>, 8(2):61-70.</p> <p>Zaiton Samdin, Yuhanis Ab. Aziz, Alias Radam and <b>Mohd Rusli Yacob</b>. 2013. Sustainability of Ecotourism Resources at Taman Negara National Park : Contingent Valuation Method. <i>International Journal of Business and Society</i>, 14 (2):234-224.</p> <p>Chiam, C.C, Alias Radam, Khalid Abdul Rahim and <b>Mohd Rusli Yacob</b> . 2013. Choice Experiment (CE) in Estimating the Value of Living Heritage Conservation in Melaka City. <i>Melaka Journal of Living Heritage</i>, 3:9-30.</p> <p>Zaiton Samdin, Yuhanis Ab. Aziz and <b>Mohd Rusli Yacob</b> . 2013. Ecotourism in Taman Negara National Park. <i>Pertanika</i>, 36 (s):205-220.</p> <p><b>Mohd Rusli Yacob</b>, Sulaeiman Al Dauda, Alias Radam, Zaiton Samdin (2013). Households willingness to pay for drinking water quality service improvement in Damaturu, Nigeria. <i>Current World Environment</i> 2013: 8(3).</p> <p>HM Heravi, AM Abdullah, MR Sabour, <b>Mohd Rusli Yacob</b> (2013). <a href="#">Waste Source Separation Planning by Cost-Benefit Analysis in Tehran-Iran</a>. <i>Journal of Environment and Earth Science</i> 3 (3), 113-125.</p> <p>Mohd Aswad R, Azlizam Aziz, Manihar, M, Sheena, B. and <b>Mohd Rusli Y (2013)</b>. Attractiveness of Forest Research Institute Malaysia (FRIM) Canopy Walkway as a nature based tourism product, <i>The Malaysian Forester</i> 76(2):9-87 (2013)</p> <p>Syamsul Herman, M. A., Ahmad S., Ramachandran S. and M. <b>Rusli Y.</b>(2013). Recreational Economic Value of the Perlis State Park, Malaysia: An Application of Zonal Travel Cost Model <i>Pertanika J. Trop. Agric. Sci.</i> 36 (S): 295 - 310 (2013)</p> <p>Kaffashi, S., Shamsudin, M. N., Radam, A., <b>Mohd Rusli, Y.</b>, Rahim, K. A. and Yazid, M. (2012). Economic Valuation and Conservation: Do People Vote for Better Preservation of Shadegan International Wetland? <i>Biological Conservation</i>, 150 (2012):150-158.</p> <p>Zaiton, S., Syamsul Herman, M. A., Alias, R and <b>Mohd Rusli, Y.</b> (2012) Willingness to Pay for Conservation Fee at Penang National Park. <i>The Malaysian Forester</i>, 75(1):43-52</p> <p>Syamsul Herman, M. A., Ahmad, S., Ramachandran, S., <b>Mohd Rusli, Y.</b> and Aldrich, R. (2012). The Need for Recreational Economic Valuation at Perlis State Park. <i>The Malaysian Forester</i>, 75(1):73-80.</p> <p>C. K. Ng, Alias, R., Rahim, A.R., and <b>Mohd Rusli, Y.</b> (2012) Contingent Valuation Method: Valuing Living Heritage in Melaka City. <i>Melaka Journal of Heritage</i>, Volume 1:49-70.</p> <p>Mohd Asward, R., Azlizam, A., Noor Azlin, Y., Azyyati, A. K., and <b>Mohd Rusli, Y.</b> (2012). Potential of Canopy Tourism in Malaysia. <i>The Malaysian Forester</i>, 75(1):87-96.</p>
Books/Monographs	<p>Ramachandran, S., Awang, K. W., Yuhanis, A. A. and <b>Mohd Rusli, Y</b> (2011). <i>Selected Readings in Hospitality and Tourism</i>. UPM Press, No. ISBN: 978-967-344-205-8. 180pp.</p>

	Awang, K.W, Alias R and <b>Mohd Rusli, Y</b> (2010). Development of Small Tourism Enterprises in Peripheral State of Kelantan. UPM Press, No. ISBN: 978-967-344-140-2. 250pp.
<i>Chapter in book</i>	<p>Mahirah Kamaludin, Khalid Abdul Rahim, Alias Radam and <b>Mohd Rusli Yacob</b> . 2013. Readings on Applied Economics Issues In :(Ed., Norashidah Mohamed Nor, Azali Mohamed and Azman Hassan), Improvement in Domestic Water Service in Kelantan. Mc Graw Hill. Pp. 35.</p> <p>Wan Norhidayah W Mohamad, Alias Radam and <b>Mohd Rusli Yacob</b> . 2013. Readings on Applied Economics Issues In :(Ed., Norashidah Mohamed Nor, Azali Mohamed and Azman Hassan), Estimation of Visitors' Preferences for Houseboat Service Attributes by Using A Choice Experiment. Mc Graw Hill. Pp. 49.</p> <p>Nor Hizami bin Hassin, <b>Mohd Rusli Yacob</b> and Alias Radam. 2013. Readings on Applied Economics Issues In :(Ed., Norashidah Mohamed Nor, Azali Mohamed and Azman Hassan), Estimation of the Conservation Value for Ecotourism Resources in Taman Negara Sungai Relau, Pahang.. Mc Graw Hill. Pp. 61.</p>

<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>
	Homestay Development in Malaysia: Effects and Benefits to Local Community	Project Leader	11 July 2011-11 Oct 2013	Research University Grant Scheme (RUGS)	Completed
	Introducing the economic instrument for wildlife based ecotourism development in Malaysia	Project Leader	Aug 2011 – 1 July 2013	FRGS	Completed
	Economic Valuation on Cultural Heritage Tourism: Case Study in National Museum of Malaysia	Project Leader	Sep 2012-Aug 2014	RUGS	Completed
	Economic Valuation of Biodiversity in Tanjung Piai National Park: A Choice Modeling Approach	Member	Sep 2011-Aug 2013	ERGS	Completed