

# DATIN JAIYAH BINTI SHAHBUDIN

	<p>Accredited <b>Trainer/Consultant of PLWS and e-SPO</b>, Malaysia Productivity Corporation (MPC), 2021</p> <p>Accredited <b>Trainer of Human Resource Development Council</b> since 2009 (TTT/1967).</p> <p>Accredited <b>Facilitator of National Occupational Skills Standard (NOSS)</b> (CIAST/PPL/FDS-0042/2012) by the Department of Skills Development, Ministry of Human Resources.</p> <p>Accredited <b>Trainer &amp; Assessor of Malaysia Tourism Excellence (MaTEX) Business Certification</b> by the Malaysia Productivity Corporation (MPC)</p> <p>Accredited <b>Trainer &amp; Assessor of ASEAN Tourism (MRA-TP)</b> by the ASEAN Secretariat</p> <p>Licensed <b>Tourist Guide (TG 7830)</b> by the Ministry of Tourism, Arts and Culture.</p>
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## PERSONAL DETAILS

Home Address: Lot 5474, Jalan Tok Kapor, Binjai,  
24000 Cukai, Kemaman, Terengganu

MyKad No. : 610912-08-5026

Contact No.: +6019-2420021

Email : [datinjai61@gmail.com](mailto:datinjai61@gmail.com)

## ACADEMIC QUALIFICATION

- **Master of Science in Information Management**, MARA University of Technology, Malaysia, September 2005
- **Certificate in Human Resource Management and Industrial Relation**, Open University of Malaysia, 2004.
- **English Proficiency Certificate**, Universiti Malaya, 2000.
- **Bachelor of Science (Hons) in Human Development**, 1984, Universiti Pertanian Malaysia (UPM), September 1984.

## SKILLS QUALIFICATION

- Malaysia Skills Certificate (SKM) Level 3 in **Vocational Training Officer (VTO)**, Department of Skills Development (DSD), Ministry of Human Resource Malaysia, 2009. This certificate certifies me to teach skill training courses in Malaysia
- Malaysia Skills Certificate (SKM) Level 3 in **Office Management**, through RPA Department of Skills Development, Ministry of Human Resource Malaysia, 2009
- Malaysia Skills Certificate (SKM) Level 3 in **Tourist Guide**, Department of Skills Development, Ministry of Human Resource Malaysia, 2006. This certificate is a pre-requisite to apply Tourist Guide License from Ministry of Tourism, Arts and Culture (MOTAC)

## PROFESSIONAL CERTIFICATES

- **Trainer of Trainer (TOT) of PLWS and e-SPO**, Malaysia Productivity Corporation (MPC), October 2021
- **Professional Certificate in Applied Sustainable Practice**, GPM Global USA, January 2021
- **Trainer for Sustainability in Tourism**, ThinkPlus Academy/GPM Malaysia Chapter, December 2020
- **Syariah Compliance Hotel Audit**, International Institute of Halal Research & Training (INHART), IIUM. March 2019
- **Halal Internal Audit**. Halal Development Corporation (HDC), March 2018,
- **Halal Assurance System Management**. Halal Development Corporation, Dec. 2017.
- **Master Assessor of ASEAN Tourism Mutual Recognition Agreement- Tourism Profession (MRA-TP) in Tour Operation**, ASEAN Secretariat, Jakarta, Dec. 2016. This certificate certifies me to conduct Assessment related to MRA-TP program within ASEAN countries.
- **National Trainer of ASEAN MRA-TP in F & B**, ASEAN Secretariat, Jakarta, Nov. 2015. This certificate certifies me to conduct training related to MRA-TP program in Malaysia
- **National Assessor ASEAN MRA-TP in Front Office**, ASEAN Secretariat, Jakarta, Feb. 2015. This certificate certifies me to conduct Assessment related to MRA-TP program in Malaysia
- **We Are the Host Trainer**, Ministry of Tourism and Culture, 2013. This certificate certifies me to conduct **We Are the Host Trainer** Training in Malaysia.
- **Development of Standard and Curriculum Facilitator**, Department of Skills Development, Ministry of Human Resource Malaysia, 2012. This certificate certifies me to conduct National Occupational Skills Standard (NOSS) development session using DESCUM methodology.
- **Train The Trainer (TTT/1967)**, Human Resource Development Council of Malaysia, 2009. This certificate certifies me to conduct Corporate Training in Malaysia.

- **Tourist Guide Licence TG7830**, Ministry of Tourism and Culture (MOTAC) Malaysia, 2006. Guiding Language licensed by the MOTAC: **BM, English, French**

## RECOGNITION FROM THE DEPARTMENT OF SKILLS DEVELOPMENT, MINISTRY OF HUMAN RESOURCES MALAYSIA

- DESCUM Trainer, since 2013
- NOSS Development Facilitator, since 2012
- Tourism Industry Expert, since 2009
- Assessor of Recognition Prior Achievement (PP-PPT) in Tourism and Hospitality related courses since 2009
- RPA External Verifier (PPL-PPT) of Tourism and Hospitality related courses. since 2009
- Skills Training External Verifier (PPL) of tourism related courses since 2009

## INVOLVEMENT AS NOSS FACILITATOR

**List of NOSS that have been developed for the Ministry of Human Resources since 2011:**

No.	NOSS Title	NOSS Code
1.	Railways on-board Service Operation Quality Inspection, Level 3	H491-003-3:2019
2.	Railways on-board Service Operation Inspection, Level 2	H491-003-2:2019
3.	Retail Banking Branch Services Operation, Level 3	K661-003-3:2018
4.	Retail Banking Branch Services Administration, Level 4	K661-003-4:2018
5.	Retail Banking Branch Services Management, Level 5	K661-003-5:2018
6.	Piping Operation & Maintenance Management, Level 5	C331-002-5:2017
7.	Piping Operation & Maintenance Supervision, Level 4	C331-002-4:2017
8.	Family Takaful and Life Insurance Claims Management, Level 5	K651-001-5:2017
9.	Family Takaful and Life Insurance Claims Administration, Level 4	K651-001-4:2017
10.	General Takaful and General Insurance Claims Management, Level 5	FB-029-5:2016

11.	General Takaful and General Insurance Claims Administration, Level 4	FB-029-4:2016
12.	Pharmaceutical Production Operation (Semi Solid) Level 3	MP-043-3:2015
13.	General Takaful and General Insurance Underwriting Management, Level 5	FB-028-5:2014
14.	General Takaful and General Insurance Underwriting Administration, Level 4	FB-028-4:2014
15.	Travel & Tours Operation, Level 3	HT-102-3:2014
16.	Graphic Design (Digital), Level 3	IT-058-3:2014
17.	Domestic & Commercial Refrigeration Installation and Maintenance Services, Level 3	ME-022-3:2014
18.	Domestic & Commercial Refrigeration Installation and Maintenance Services, Level 2	ME-022-3:2014
19.	Motorcycle Assembly Operation, Level 3	TP-510-3:2013
20.	Computer System Management, Level 5	IT-020-5:2013
21.	Computer System Management, Level 4	IT-020-4:2013
22.	Computer System Operation, Level 3	IT-020-3:2013
23.	Make-up Artistry, Level 3	MP-063-3:2012
24.	Make-up Artistry, Level 2	MP-063-2:2012
25.	Database Programming, Level 5	IT-121-5:2011
26.	Database Programming, Level 4	IT-121-4:2011

## INVOLVEMENT AS A FACILITATOR IN DEVELOPING OCCUPATIONAL ANALYSIS

**Occupational Analysis (OA) that has been developed for the Ministry of Human Resources:**

No.	OA Title	Company
1.	Occupational Analysis of Oil & Gas Industry (developed in 2015)	Malaysian Oil & Gas Service Council (MOGSC) – ILB

## INVOLVEMENT AS AN EXPERT PANEL IN NOSS & SKILL TRAINING CURRICULUM DEVELOPMENT

No.	NOSS/ CoS/ WIM/ LWA	Year	NOSS Title
	NOSS	2018	F&B, Level 2 & 3
1.	NOSS	2011	Tourist Guide, Level 3
2.	LWA	2011	MICE, Level 3
3.	LWA	2011	Outbound Tour Operation, Level 3
4.	WIM	2011	Tourist Guide (HT-023-3), Level 3
5.	CoS	2011	Tourist Guide (HT-023-3), Level 3
6.	NOSS	2009	Outbound Tour Operation, Level 1 - 3
7.	NOSS	2009	Ticketing & Reservation, Level 1 - 3
8.	NOSS	2009	Inbound Tour Operation, Level 1 - 3
9.	NOSS	2008	Homestay, Level 2 & 3
10	NOSS	2008	Tourism Transportation Level1, 2 & 3
11.	NOSS	2008	Nature Guide, Level 3
12.	NOSS	2008	MICE & Event, Level 1, 2 & 3

**Note:** CoS: Course of Study

LWA: Learn Work Assignment

NOSS: National Occupational Skill Standard

WIM: Written Instructional Materials.

## WORK EXPERIENCE

2006 - Present

### CONSULTANT/TRAINER, HR & Tourism Training Management

- Provide consultancy and training in the following areas:
  - ✓ Tourism and Hospitality
  - ✓ Halal industry – Halal Internal Audit and Halal Assurance System
  - ✓ Sustainable Development
  - ✓ Green Project Management
  - ✓ Human Resource Management and Industrial Relation
  - ✓ Soft skills – such as Communication skills, personal grooming, protocol, social etiquette
- National Occupational Skills Standard (NOSS) Facilitator

- Occupational Analysis and Framework Facilitator

Jan. 2008 -  
present

**FREELANCE TOUR LEADER,**

Handle outbound tour for a few travel agents such as Rakyat Travel, Kopetro Travel & Tour, Andalusia Travel & Tour.

Among the destinations that I have handled include Perth Australia, Medan & Jakarta Indonesia, Danang Vietnam, Kathmandu Nepal, Tokyo Japan and Iceland.

Aug. 2007 -  
present

**FREELANCE TOURIST GUIDE (TG 7830)**

Handle inbound tour for a few travel agents such as Asian World Travel & Tours, Colombia Asia Travel & Tour, Tourland Travel & Tour, Kopetro Travel & Tour, Tina Travel .

Language proficiency in tour guiding licensed by the Ministry of Tourism and Culture are: **Bahasa Melayu, English and French.**

Sept. 2009 – 2018

**FREELANCE TOURIST GUIDE TRAINER**

Teaching Tourist Guide course (Sijil Kemahiran Malaysia, SKM 3) in part time basis using Competency Based Training (CBT) in the following institutes:

- MATTA Academy, 2013 - 2018
- Global Institute of Tourism (GIT), 2009 - 2016
- Global Institute of Studies (GIS), 2009

1<sup>st</sup> Mar. 2006 -  
Aug. 2007

**HUMAN RESOURCE ASST. MANAGER, Cosmopoint College.**

Responsible in handling full spectrum of human resource tasks.

1<sup>st</sup> Mar. 2005 -  
26<sup>th</sup> Feb. 2006

**BUSINESS DEVELOPMENT MANAGER, Cosmopoint Corporate Training Centre, Petaling Jaya.**

Responsible to venture new business opportunities through exhibition, trade presentation and sales activities.

Aug. 2000 - 30<sup>th</sup>  
Nov. 2004

**MANAGER (SPECIAL PROJECT), WorldView Multimedia Sdn. Bhd.**

Responsible in managing IT projects for government departments. Among the projects were Smart Community project (Sm@sy) Kuala Selangor and Neighborhood watch portal (RTNET).

Sept. 1996 - Aug.  
2000

**ADMINISTRATOR, WorldView Multimedia Sdn. Bhd.**

Responsible in handling administrative tasks of the company.

Jun. - Sept. 1996	<b>ADMINISTRATIVE EXECUTIVE, The Asia Partnership Sdn. Bhd</b> an international recruitment agency. Responsible in handling administrative tasks of the company
Aug. 1995 - Jun. 1996	<b>TRAINING EXECUTIVE, BLMC Consultancy</b> , a training consultancy company. Responsible in coordinating corporate training as well as conducting the training.
Aug. 1986 - July 1995	Upon graduation, I was posted by the Public Service Department to the Community Development Department, <b>Ministry of Rural Development</b> as <b>SUPERVISOR</b> to supervise and coordinate community development activities implemented by the department.

## PAPERS PRESENTED

16 June 2022	Sustainability Impact for Halal Food Management	Presented in the “Understanding Sustainable Project - Developing Creative Thinking in Polytechnic College” Virtual Seminar.
9 April 2022	Sustainable Tourism Practice in Malaysia	Presented in the “Travel We Go, Travel We Do” Virtual Seminar organised by UNIKL
26 June 2021	Muslim Friendly Tourist Guide: A Career for Young Generation	Presented in “The 3 <sup>rd</sup> Virtual International Halal Conference 2021”
22 March 2021	Sustainability in Halal Practice	Presented in “International Webinar & Showcase on Malaysia Sustainable Projects 2021”
15 May 2020	Understanding Halal & Food Handling Practice to drive Sustainability Impact	Presented in “Sustainable for Halal & Food Management Webinar 2020”
12 Nov. 2016	Roles of Tourist Guides as Tourism Front-liner	Presented in “Malaysia-Tajikistan Tourism Seminar” organised by Islamic Tourism Centre (ITC) of Malaysia
8 Feb. 2011	“Skills required by a Tour Leader”	Presented in “Convention of Tour Manager” organised by Andalusia Travel & Tours
10 Jan. 2011	“Tourism Market Segmentation”	Presented in “Workshop in Tourism Prospect Iran-Malaysia”, organised by Sunway University.

11 Jan. 2011	Experience of Malaysia in Travel & Tourism”	Presented in “Workshop in Tourism Prospect Iran-Malaysia”, organised by Sunway University
23 Dec. 1999	“Ecotourism in Malaysia”	Presented as a country paper in “Workshop in Ecotourism Management”, Katmandu, Nepal, Dec.17 - 24, 1999 organised by Asian Productivity Organisation (APO), Japan
18 Oct. 1988	“Community Development Programmes in Malaysia”	Presented as a country paper in “Workshop in Integrated Local Community Development Program”, Dhaka, Bangladesh, Oct. 1998, organised by Asian Productivity Organisation (APO), Japan

## COINSULTANCY JOB

- Appointed by The Sunway International Business Management (SIBM) as a Project Consultant to implement North Corridor Project 2010 – 2011. A total of 115 youths from northern states have been trained in **Hospitality, Event management and Travel & Tours Operation.**

## PUBLICATION

- \* Malaysia Oil & Gas Service Council (2018). ***Malaysia Oil & Gas Industry Workforce – Are We Tuned-up for the Rebound.*** Department of Skills Development, Ministry of Human Resources, Malaysia. ISBN: 978-967-0572-91-8 (I was one of the Research Team)
- \* Nuriza Yahya, **Jaiyah Shahbudin** & Jariah Masud, “**The Influence of Socio-economic Factors on Consumer Awareness**” *Pertanika Journal*, Vol. 8 (1), (1985): 89 – 97

## LANGUAGE PROFICIENCY

- Bahasa Malaysia: Speaking, Reading & Writing - Excellent
- English: Speaking, Reading & Writing - Good
- Japanese: Speaking, Reading & Writing - Fair
- French: Speaking, Reading & Writing - Fair

## EXTRA CURRICULAR ACTIVITIES

- **Deputy President** of Persatuan Usahawan Pelancongan Malaysia (PUPEM), since March 2021
- **EXCO Member** of Evergreen Society of Malaysia, since Nov. 2021
- **EXCO Member** of Sustainable Business Network Association of Malaysia (SustNET) since March 2017
- Member of Bumiputra Tourist Guide Association, since 2006