



## DATO' DR. AMMAR ABD GHAPAR DIMP

Jalan Seri Putra 3/R  
Taman Seri Putra, 43000 Kajang  
SELANGOR DARUL EHSAN

# RESUME

As of 1<sup>st</sup> December 2022

### BACKGROUND

Gender/Age : Male / 57

Date of Birth : February 17, 1965.

Place of Birth : Melaka, Malaysia.

Nationality : Malaysian.

Marital Status : Married.  
(with 2 children)

Language : English [spoken / written]  
Proficiency Bahasa Malaysia [spoken / written]

Medal/Awards : DARJAH INDERA MAHKOTA PAHANG (2013)  
which carries the title "Dato"

### EDUCATION



UNIVERSITI  
TEKNOLOGI  
MARA

(formerly known as  
MARARA Institute of Technology)

1984-1987 : Diploma In Public Administration

1992-1994 : Bachelor in Mass Communication

2003-2005 : Master in Business Administration

Dec 2017 : Phd in Hotel & Tourism Management

#### CONTACT DETAILS (EMPLOYER)

Tourism Malaysia Head Quarters

TEL: 603-8891 8000 FAX: 603-8891 8903

#### CONTACT DETAILS (PERSONAL)

Phone No:

6012-4143663/6019-2244322 (Mobile)

Email:

ammar@tourism.gov.my

## CURRENT EMPLOYMENT

**Current Employment** : **MALAYSIA TOURISM PROMOTION BOARD  
(TOURISM MALAYSIA)**  
*An Agency under the Ministry of Tourism, Arts & Culture Malaysia.*



The Tourist Development Corporation of Malaysia (TDC) was established on 10 August 1972 as an agency under the former Ministry of Trade and Industry by an Act of Parliament. With the Inception of the Ministry of Culture, Arts and Tourism on 20 May 1987, TDC was moved to this new ministry; and became the Malaysia Tourism Promotion Board (MTPB) through the Malaysia Tourism Promotion Board Act 1992. Popularly known as Tourism Malaysia, its full focus is on promoting Malaysia domestically and internationally.

### EMPLOYMENT AWARDS

#### Excellent Service Award

YEAR 1997, 2005, 2013

#### Management Special Award

YEAR 1990

## CAREER DEVELOPMENT

**23 June 1988** : APPOINTED AS TOURISM OFFICER (GRADE E27)  
[MALAYSIA TOURISM PROMOTION BOARD @ Tourism Malaysia]

**1 June 1994** : PROMOTED TO ASSISTANT DIRECTOR (GRADE E41)

**1 Apr 2002** : PROMOTED TO DEPUTY DIRECTOR (GRADE E48)

**3 Aug 2007** : PROMOTED TO SENIOR DEPUTY DIRECTOR (GRADE E52)

**20 Aug 2012** : PROMOTED TO DIRECTOR (GRADE E54)

**18 May 2015** : PROMOTED TO SENIOR DIRECTOR (GRADE VU-7)  
*JUSA C: PUBLIC SECTOR PREMIER GRADE*

<b>14/7/1988</b>	<b>: ENFORCEMENT &amp; FACILITATION DIVISION</b> Committee of The Malaysian Fest 1989 (10/7/1989-19/9/1989)
<b>1/5/1992</b>	<b>: MINISTRY OF ART, CULTURE &amp; TOURISM</b> Seconded Officer
<b>1 Dec 1993</b>	<b>: INTERNATIONAL PROMOTION DIVISION</b>
<b>2 Jan 1996</b>	<b>: INTERNATIONAL PROMOTION 1 DIVISION</b>
<b>25 Mar 1999</b>	<b>: TOURISM MALAYSIA JAPAN (OSAKA) OFFICE</b> Overseas Office Director
<b>10 Jan 2005</b>	<b>: TOURISM MALAYSIA KEDAH/PERLIS OFFICE</b> State Office Director
<b>10 Dec 2007</b>	<b>: INTERNATIONAL PROMOTION (ASEAN) DIVISION</b>
<b>14 Dec 2008</b>	<b>: TOURISM MALAYSIA RUSSIA (MOSCOW) OFFICE</b> Overseas Office Director
<b>14 Oct 2010</b>	<b>: FINANCE DIVISION</b> Director
<b>3 Aug 2015</b>	<b>: STRATEGIC PLANNING DIVISION</b> Senior Director
<b>22 Feb 2016</b>	<b>: THE OFFICE OF SENIOR DIRECTOR MANAGEMENT SERVICES</b> Senior Director, Supervising Director of Human Resource & Director of Finance
<b>1 Mar 2017</b>	<b>: DOMESTIC &amp; EVENTS DIVISION</b> Senior Director
<b>15 Jul 2021 to date</b>	<b>: INTERNATIONAL PROMOTION DIVISION (AMERICA/EUROPE/OCENIA)</b> Senior Director
<b>2021</b>	<b>: HEAD OF SECRETARIAT FOR TRAVEL BUBBLE TASK FORCE</b>

### Special Assignment

**: MALAYSIA FEST 1989 SECRETARIAT**

Program Assistant (Tourism Officer)

**: MALAYSIA TOURISM AWARDS 2014-2015**

Head of Judging Committee

**: MALAYSIA TOURISM AWARDS 2016-2017**

Head of Judging Committee / Main Secretariat

**: VISIT MALAYSIA 2020 SECRETARIAT**

Head of VM2020 Secretariat

### Other Activities

/ Assignment

/ Appointment

**: ALTERNATE BOARD MEMBERS (2020 - 2022)**

Sarawak Tourism Board

**: INDUSTRIAL ADVISOR [Academic Session 2019 - 2024]**

UniKL (Business School)

**: ADVISORY BOARD MEMBER [April 2020 - April 2023]**

*for* Bachelor of Tourism Management (BTRM)

Open University Malaysia

**: ADJUNCT PROFESSOR [March 2020 - March 2024]**

*for* Faculty of Hotel and Tourism Management

University Technology MARA

**: ADVISOR [Year 2020 - Year 2022]**

Malaysia Association of Amusement Park & Family Attractions  
(MATFA)

**: ADVISOR [Year 2020 - Year 2022]**

Malaysia Budget Hotel Association (MyBHA)

**: ADVISOR [Since 1<sup>st</sup> Sept, 2020]**

*for* Academic Program

Kolej Antarabangsa Dunia Melayu Dunia Islam

**: PRESIDENT (2019 - Jan 2022)**

Malaysia Tourism Promotion Board Recreational Club

**: DEPUTY CHAIRMAN (2013 - Oct 2022)**

Koperasi Kakitangan Kementerian Pelancongan Malaysia Berhad

## PANEL SPEAKER FOR WEBINAR – TV/ RADIO INTERVIEW

11 Jan 2021	<b>'Jom Nginap'</b> during RTM Selamat Pagi Malaysia Live organize by MYBHA / TM
11 Jan 2021	<b>'Jom Nginap'</b> during Radio Nasional FM Interview organize by MYBHA / TM
7 Apr 2021	<b>'The Rebound of New Tourism Era - The Value and Way Forward'</b> during 2 <sup>nd</sup> NHI Tourism Forum 2021 (7-8 April 2021) organize by Sekolah Tinggi Pelancongan NHI Bandung.
7 Apr 2021	<b>'Revitalizing Your Revenue Management &amp; Distribution Strategy - How to Increase Occupancy and Drive More Bookings in The Most Unpredictable Market Conditions'</b> organize by STAAH. (7 April 2021)
7 May 2021	<b>'The Roles and Responsibilities of Public Tourism Organizations (MOTAC &amp; TOURISM MALAYSIA) - Career Path and Preparation in Government Sector'</b> during 21 Hours with The Industry organize by University Technology MARA (UiTM)
27 May 2021	<b>'Tourism Recovery in ASIA'</b> during International Conference on Responsible Tourism and Hospitality organize by Ministry of Tourism Sarawak
30 June 2021	<b>'Post Lockdown Readiness'</b> during Weekly Talk Show 2021 organize by Selangor Fashion Week
9 Oct 2021	<b>'Hospitality Forum: The Future of Malaysian Hospitality and Travel Industry Beyond Covid-19 Pandemic'</b> organize by INTI International College Subang (9 October 2021)
24 Nov 2021	<b>'Recovery Plan for Tourism Industry - Post Covid'</b> organize by Taylors University for AVEC2 Program (24 November 2021)
10 Mar 2022	<b>'Green Tourism and Sustainable Strategies'</b> organized by University College Yayasan Pahang for Pahang International Tourism Symposium
1 Apr 2022	<b>Media Interview</b> by Local TV Stations at Bukit Kayu Hitam Immigration Building during Reopening of Malaysia Border for Foreigners broadcast by Bulletin TV3



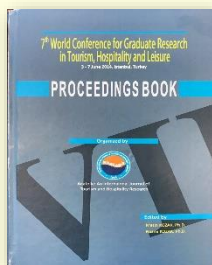
: ***Destination Competitiveness: Tourism Performance and Resident Quality***

Zainuddin, Z., Hilmy, P., Ghafar, A., Mohd Zahari, M. S., & Mohd Radzi, S.

*Publisher: Taylor and Francis Group London*

*ISBN: 978-041562133-5*

Current Issues in Hospitality and Tourism Research and Innovations - Proceedings of the International Hospitality and Tourism Conference, IHTC 2012



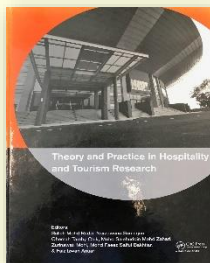
: **7<sup>th</sup> World Conference For Graduate Research In Tourism, Hospitality & Leisure. Istanbul**

*Exploring The Various Aspects of Community Resiliency Within The Homestay Community*

**Ammar Abd. Ghapar\***, Nor'ain Othman & Salamiah A. Jamal

*Publisher: Detay Anatolia Akademik*

*ISBN: 978-605-4940-25-7*



: **International Hospitality & Tourism Conference. Penang**

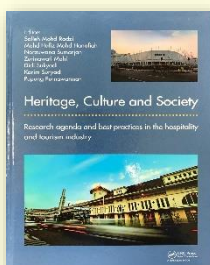
*A Conceptual Review Of Homestay Community Resilience Factors*

<sup>1</sup>**A.A. Ghapar**, <sup>2</sup>N. Othman, <sup>2</sup>S.A. Jamal & <sup>2</sup>A.F. Amir.

*Publisher: CRC Press*

*ISBN: 978-1-138-02706-0*

Theory and Practice in Hospitality and Tourism Research includes 111 contributions from the 2nd International Hospitality and Tourism Conference 2014 (Penang, Malaysia, 2-4 September 2014), and covers a comprehensive range of topics, including: - Hospitality management - Hospitality & tourism marketing - Tourism management - Technology & innovation in hospitality & tourism - Foodservice & food safety - Gastronomy The book will be of interest to postgraduate students, academics and professionals involved in the fields of hospitality and tourism.



**3<sup>rd</sup> International Hospitality and Tourism Conference**

**2<sup>nd</sup> International Seminar On Tourism. Bandung, Indonesia**

*The Relationship Between Knowledge On Economic Risks And Homestay Operators Preparedness.*

**AA Ghapar**, S.A Jamal, N.A Othman

*Publisher: CRC Press*

*ISBN: 978-1-138-03276-7*

Heritage, Culture and Society contains the papers presented at the 3rd International Hospitality and Tourism Conference (IHTC2016) & 2nd International Seminar on Tourism (ISOT 2016), Bandung, Indonesia, 10-12 October 2016). The book covers 7 themes: i) Hospitality and tourism management ii) Hospitality and tourism marketing iii) Current trends in hospitality and tourism management iv) Technology and innovation in hospitality and tourism v) Sustainable tourism vi) Gastronomy, foodservice and food safety, and vii) Relevant areas in hospitality and tourism Heritage, Culture and Society is a significant contribution to the literature on Hospitality and Tourism, and will be of interest to professionals and academia in both areas.

- 22-24 April 2013 : **The 2<sup>nd</sup> Coastel, Island & Tropical Tourism & 6<sup>th</sup> Tourism Outlook Conference. Sabah**  
*Community Resilience and Knowledge On Vulnerability In Tourism Development.*  
 Ammar Abd. Ghapar\*, Nor'ain Othman & Salamiah A. Jamal
- 3-7 June 2014, : **7<sup>th</sup> World Conference For Graduate Research In Tourism, Hospitality & Leisure. Istanbul**  
*Exploring The Various Aspects of Community Resiliency Within The Homestay Community*  
 Ammar Abd. Ghapar\*, Nor'ain Othman & Salamiah A. Jamal
- 8-10 August, 2014 : **Tropical Tourism Outlook Conference. Sri Lanka**  
*The Role Of Government On Community Resilient In The Homestay Industry In Malaysia.*  
 Ammar Abd. Ghapar\*, Nor'ain Othman & Salamiah A. Jamal
- 2-4 September 2014 : **International Hospitality & Tourism Conference. Penang**  
*A Conceptual Review Of Homestay Community Resilience Factors*  
<sup>1</sup>A.A. Ghapar, <sup>2</sup>N. Othman, <sup>2</sup>S.A. Jamal & <sup>2</sup>A.F. Amir.
- 18-22 October 2015 : **The 9<sup>th</sup> UNWTO/PATA Tourism Trends & Outlook. Madrid, Spain.**  
*Destination Marketing*  
 Ammar Abd Ghapar
- 17-18 August 2016. : **The 9<sup>th</sup> Tourism Outlook Conference & 8<sup>th</sup> China Tourism Conference. China**  
*Government Support Towards Community Resilience In Homestay Busines*  
 Ammar Abd. Ghapar, Nor'ain Othman & Salamiah A. Jamal
- 10-12 October 2016 **3<sup>rd</sup> International Hospitality and Tourism Conference**  
**2<sup>nd</sup> International Seminar On Tourism. Bandung, Indonesia**  
*The Relationship Between Knowledge On Economic Risks And Homestay Operators Preparedness.*  
 AA Ghapar, S.A Jamal, N.A Othman