



# ZAMRU AJUHARI

I am a senior lecturer at the Department of Recreation and Ecotourism, Faculty of Forestry and Environment, Universiti Putra Malaysia. My research focuses on the planning aspect of recreation resources and protected area management, such as carrying capacity formulation, recreation impacts, and human dimensions in recreation and nature-based tourism.

## EDUCATION

<b>Universiti Putra Malaysia</b>	PhD SUSTAINABLE RECREATION AND ECOTOURISM Thesis: Visitor Capacity of Kerachut Beach, Penang National Park, Malaysia
2022	
<b>Universiti Putra Malaysia</b>	MSc RECREATION AND ECOTOURISM SERVICES Thesis: Value belief norm approach for determining picking up litter behaviour among visitors at Penang National Park, Malaysia
2016	
<b>Universiti Putra Malaysia</b>	BACHELOR OF FORESTRY SCIENCE (Minor: Recreation Resource Management)
2012	



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Faculty of Forestry and Environment,  
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## WORKING EXPERIENCE

<b>Universiti Putra Malaysia</b>	SENIOR LECTURER
2023 - present	
<b>Universiti Putra Malaysia</b>	ACADEMIC TEACHING ASSISTANT
2018 - 2023	
<b>UPM Consultancy &amp; Services</b>	PROJECT MANAGER AND RESEARCH OFFICER
2014 - 2018	

## PUBLICATION AND RELEVANT EXPERIENCE

### PUBLICATION

6 journals  
8 book chapters  
1 book  
6 proceedings

### Recent publications:

Ajuhari, Z., Aziz, A., Yaakob, S. S. N., Abu Bakar, S., & Mariapan, M. (2023). Systematic Literature Review on Methods of Assessing Carrying Capacity in Recreation and Tourism Destinations. *Sustainability*, 15(4), 3474. <https://doi.org/10.3390/su15043474>

Ajuhari, Z., Azlizam, A., & Bidin, S. (2023). Characteristics of Attached Visitors in Ecotourism Destination. *Journal of Outdoor Recreation and Tourism*, 12, 100608. <https://doi.org/10.1016/j.jort.2023.100608>

Ajuhari, Z., Azlizam, A., Yaakob, S. S. N., Abu Bakar, S., & Mariapan, M. (2023). A Review on Carrying Capacity Studies in Malaysia: Future Direction for Research and Recreation Land Management. *Malaysian Forester*, 86(2), 288-307.

### CONSULTANCY EXPERIENCE

23 consultancy projects related to planning and development of recreation and nature-based tourism destinations in Malaysia

### Recent projects:

Carrying Capacity and Community Need Assessment for Tasek Bera Ramsar Site. [ON-GOING]

Development of Taman Warisan Negeri Selangor Master Plan (renamed to Selangor Royal Heritage Forest) (2022)

Tengku Hassanal Wildlife Reserve Management Plan (previously known as Krau Wildlife Reserve) (2022)

Development of Interpretative Trail and Augmented Reality Apps for Beserah Forest Reserve, Pahang (2022)

## PROFESSIONAL AFFILIATIONS

Malaysia Parks, Amenity and Recreation Management Society  
Council Member session 2023 - 2024