

# PROFILE

# R.A.F.I.D.A.H

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School of Entrepreneurship

## ICON

Muzammil Bin Mardzuki is a dynamic strategic innovator who has significantly impacted the tourism industry since 1999. His visionary approach has propelled the sector into the digital era, connecting global tourists with local service providers and transforming local communities into active participants in the tourism economy. Muzammil's "Zero to Hero" training programs, in collaboration with Multimedia Development Corporation (MDEC), Malaysia Inbound Tourism Association (MITA), and Tourism Productivity Nexus (TPN) under the Malaysia Productivity Corporation (MPC), have empowered local entrepreneurs nationwide. His expertise in digitalization has fostered local tourism economies through platforms like Malaysia Pass, Tour Plus, Loka Locals, and Local Host, connecting over 500 industry players through the Inbound Tourism Bootcamp training. Appointed by TPN as a Trainer and Assessor for the Malaysia Tourism Excellence (MaTEEx) Business Certification program, Muzammil has played a pivotal role in enhancing quality standards in the industry. His Inbound Tourism Bootcamp won the 3-Star Award at the 25th Asia Pacific Quality Organisation International Conference in 2019. Currently, Muzammil serves on the advisory team of TPN's Virtual Advisory Clinic (T-VAC), assisting industry players in navigating COVID-19 challenges. He is also a pioneer in digital storytelling and virtual content development, launching successful productions like "The Tragic Love of Faridah" and "Sing Ang Long." Committed to sustainable tourism, he manages social, environmental, and economic impacts, advocating for zero waste management and sustainability, participating in initiatives aligned with the UN's Sustainable Development Goals.



**MUZAMMIL MARDZUKI**

**Sustainable Tourism**