



**TAYLOR'S
UNIVERSITY**

Wisdom • Integrity • Excellence

TAYLOR'S UNIVERSITY SUMMER PROGRAMME IN TOURISM MANAGEMENT

6 to 19 August 2023



Taylor's University is a member of the Taylor's Education Group. It has become one of Malaysia's most successful and reputable private higher education institutions.

Taylor's has continuously provided excellent services for its students in terms of comprehensive study options, inspiring curriculum and teaching methods, progressive partnerships with leading universities worldwide, strong industry linkages, state-of-the-art facilities.

TAYLOR'S UNIVERSITY SUMMER PROGRAMME IN TOURISM MANAGEMENT



1st in Malaysia, 16th in the World For Hospitality and Leisure Management*

The hospitality, tourism and events sectors are growing at an exponential pace and Taylor's School of Hospitality, Tourism and Events (SHTe) prides itself on matching every stride of this growth. With its dynamic programmes and outlook, it is obvious why SHTe leads the way for hospitality education in Southeast Asia. The facts are clearly in the figures for this achievement and SHTe continues to raise the bar as a highly admired award-winning school.

**based on QS World University Rankings by Subject 2022.*

COURSE HIGHLIGHT

1. To equip students with knowledge and skills in managing different types of tourism activities.
2. To be immersed in the Malaysian multicultural environment.
3. To explore the rich natural tourism resources in Malaysia.
4. To engage students with industry experts through sharing informative experiences.

LEARNING OUTCOME

Upon completion of this programme, student should be able to:

1. Explore the diverse tourist attractions available in Malaysia.
2. Apply Tourism Management skills and knowledge obtained through interactive sessions with experts from the Malaysian tourism industry.
3. Reflect on the new and unfamiliar cultural experiences in Malaysia.

ASSESSMENT



LIFE CHANGING AND ENRICHING EXPERIENCES IN A CULTURAL HOTSPOT

Taylor's University Summer Programme is offered at the equivalent of 3 ECTS. Students who have successfully completed the Programme will be issued with a Certificate of Participation. Should transfer of credits be required, please check with your home institution if the certificate can be accepted alongside with a verification letter from the organizing school.

Programme fees:

USD1200 for participants from partner universities.

USD1400 for participants from non-partner universities.

Price is inclusive of accommodation, experiential learning, welcome and farewell reception and cultural tours. Payment made is non-refundable if the participant is not able to fulfill the travel requirements as imposed by the authorities of Malaysia.

Exclusion:

Flight tickets, travel insurance, health insurance, Social Visit Pass (SVP) and living costs are to be borne by the students. Proof of purchase is required for travel insurance and health insurance.

Accommodation:

Twin sharing room in student accommodation, or in a 3-star hotel as arranged by Taylor's University.

Minimum Participants:

10 students for the programme to commence.

Travel Requirements:

- International students/participants must submit an application for a Social Visit Pass (SVP) to Immigration Department of Malaysia (IMM) through [Education Malaysia Global Services \(EMGS\)](#).
- Participants are required to have travel insurance and health insurance that cover participants throughout the duration of the programme;
- Return flight tickets to the home country for students/participants using SVP must be presented at the international entry points.

(return flight ticket to a third country with reasonable justification is subject to Immigration Department of Malaysia's approval)

All participants must adhere to and fulfill the travel requirement as announced and imposed by the authorities of Malaysia such as the Immigration Department, Ministry of Health, Ministry of Education, Ministry of Higher Education, etc.

Application Deadline: 31 May 2023

Online Application is available at www.taylors.edu.my/applysp or write to summer@taylors.edu.my for further enquiries.

PROGRAMME HIGHLIGHTS

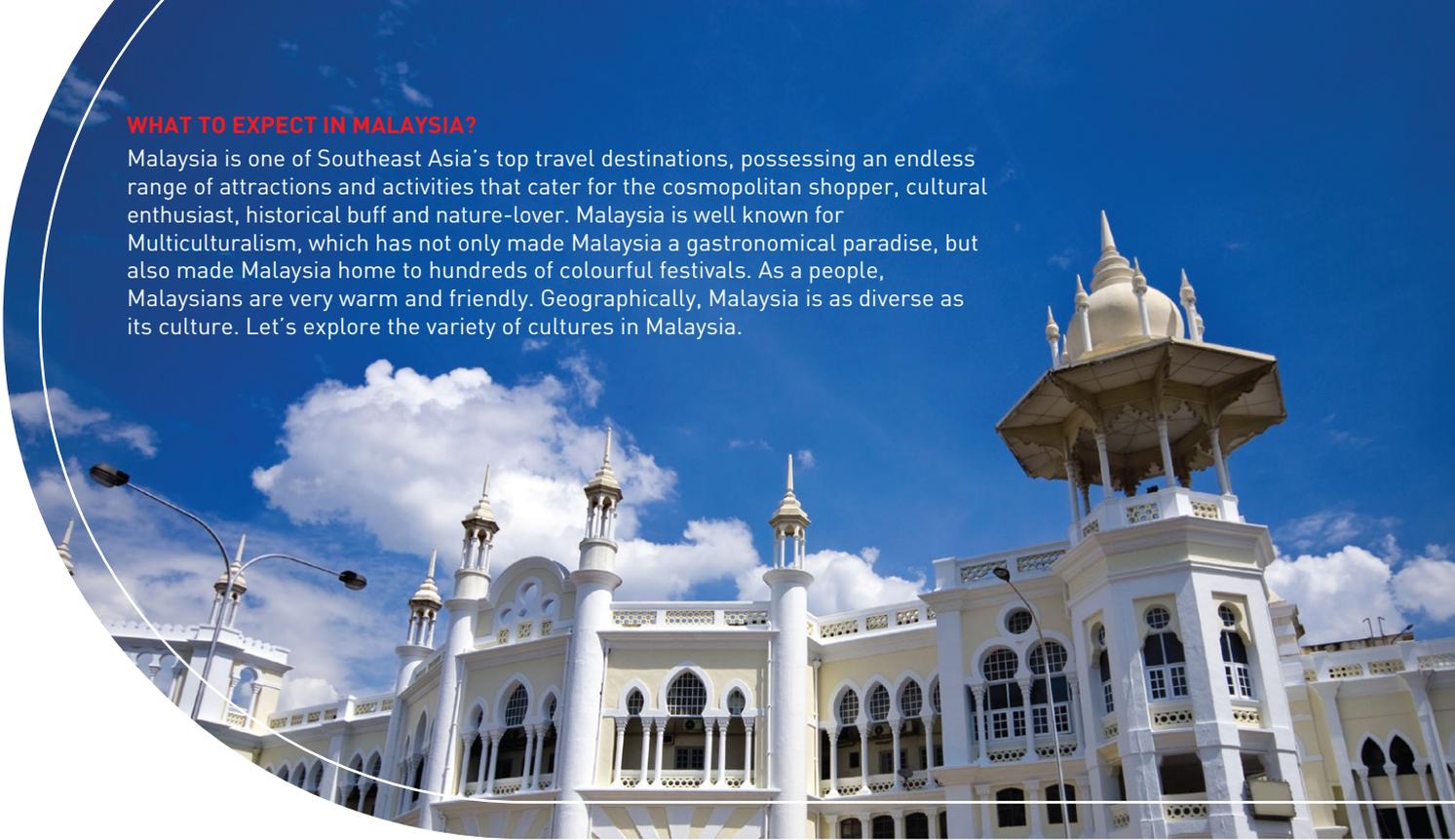
WEEK 1	PROGRAMME ITINERARY
DAY 1 SUNDAY	<ul style="list-style-type: none"> • Arrival and registration • Accommodation arrangement
DAY 2 MONDAY	<ul style="list-style-type: none"> • Orientation and welcome speech by the Head of School & Programme Director • Teambuilding (ice breaking) • Networking with tourism management students <p>Nature Tourism Activity</p> <ul style="list-style-type: none"> • Skywalk and trekking at Forest Research Institute Malaysia (FRIM)
DAY 3 TUESDAY	<p>City Tour – Heritage Tourism</p> <ul style="list-style-type: none"> • Explore the city of Malacca
DAY 4 WEDNESDAY	<p>Workshop 1: Cultural Tourism</p> <ul style="list-style-type: none"> • Identify the cultural diversities in Malaysia • Cultural performance @ MATIC 3-4pm
DAY 5 THURSDAY	<p>Workshop 2: Agrotourism</p> <ul style="list-style-type: none"> • Experience the agrotourism business, farm in the city concept
DAY 6 FRIDAY	<p>City Tour – Urban Tourism</p> <ul style="list-style-type: none"> • Explore the beauty of the city of Kuala Lumpur
DAY 7 SATURDAY	<ul style="list-style-type: none"> • Free and Easy



WEEK 2	PROGRAMME ITINERARY
DAY 8 SUNDAY	<ul style="list-style-type: none"> • Free and Easy
DAY 9 MONDAY	<p>Workshop 3: Sustainable Tourism</p> <ul style="list-style-type: none"> • Explore the concept of sustainable tourism • Experience the beauty of the Mah Meri Village
DAY 10 TUESDAY	<p>Industry Workshop 1: Tour Operation</p> <ul style="list-style-type: none"> • Creating tour package in the context of Malaysia • Discussion from the lens of industry partners <p>Coastal Tourism</p> <ul style="list-style-type: none"> • Take advantage of the charms of Port Dickson by exploring the destination
DAY 11 WEDNESDAY	<p>Industry Workshop 2: Airline Management</p> <ul style="list-style-type: none"> • Visit to Malaysia Airline Academy <p>Nature-Based Tourism Excursion</p> <ul style="list-style-type: none"> • Visit Kuala Selangor Nature Park • Visit Melawati Hill
DAY 12 THURSDAY	<p>Expert Series: Health & Wellness</p> <ul style="list-style-type: none"> • Explore and practice the world of Ayurveda by yoga experts <p>Activities</p> <ul style="list-style-type: none"> • Presentation work/ Batu Caves
DAY 13 FRIDAY	<ul style="list-style-type: none"> • Assessment presentation and sharing session • Certificate-giving ceremony • Closing ceremony
DAY 14 SATURDAY	<ul style="list-style-type: none"> • Check out from accommodation service and return to homeland

WHAT TO EXPECT IN MALAYSIA?

Malaysia is one of Southeast Asia's top travel destinations, possessing an endless range of attractions and activities that cater for the cosmopolitan shopper, cultural enthusiast, historical buff and nature-lover. Malaysia is well known for Multiculturalism, which has not only made Malaysia a gastronomical paradise, but also made Malaysia home to hundreds of colourful festivals. As a people, Malaysians are very warm and friendly. Geographically, Malaysia is as diverse as its culture. Let's explore the variety of cultures in Malaysia.



KUALA LUMPUR CITY CENTRE (KLCC)

Located in the KL city centre, the Petronas Twin Towers' architecture is Islamic-inspired and the buildings primarily house the corporate headquarters of the Petronas Company and other offices. Petronas Twin Towers has two identical 88-storey buildings whereby both towers are joined at the 41st and 42nd floors (175m above street level) by a 58.4 metre-long, double-decker Skybridge.



CENTRAL MARKET

Built in 1928, the Central Market, also known as Pasar Seni is just a short walk away from Petaling Street, along Jalan Hang Kasturi. The focus for the city's artistic community, inside the building is a warren of boutiques, handicraft and souvenir stalls with traders selling local merchandise such as authentic Malaysian batik prints and more.



BATU CAVES

Batu Caves is a limestone hill comprising of three major caves and a number of smaller ones. This 100-year-old temple features idols and statues erected inside and around the main caves and are frequented by visitors from all over the world throughout the year. Incorporated with interior limestone formations said to be around 400 million years old, the temple is considered an important religious landmark by Hindus.



SULTAN ABDUL SAMAD BUILDING

Constructed entirely of brick, the Sultan Abdul Samad building features strong gothic, western and Moorish-style influences with an imposing porch, graceful arches, curved colonnades topped with shiny copper cupolas and a domineering 41.2m-high clock tower. It is frequently seen as the backdrop for Malaysia's annual Independence Day parades, which takes place at Dataran Merdeka.



Global Mobility

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