



# 2026年暑假马来西亚 国际交流研学项目介绍会!

项目日期：2026年8月10 - 19 日 (10天)

带队老师：

Frankie 范敬恒 助理教授， 陈敬复 副教授

项目助理：吴俏 博士生

行政：Sandy 杨凌姗老师

《国际旅游研学实践》

(TM410) 本科专业选修课 (2学分)



# Where is Malaysia? Is it Safe?

# 马来西亚 在那里？！安全吗？



# Some Highlights on Malaysia 马来西亚背景


- A multi-lingual, multi-cultural country
- 3357 萬人口
- Gained independence from Britain colonial government on 31<sup>st</sup> August, 1957
- GDP per capita (2026) ~ \$16,600 (China ~ \$14,730)



Around **27% Chinese, 55% Malays, 8-10% Indians**, as well as other ethnic minorities including the **Orang Asli** in Peninsular Malaysia and those in Sarawak and Sabah

# A Brief Migration History of Malaysia

Austronesian  
expansion

A map of Southeast Asia showing migration patterns. A grey arrow labeled 'Austronesian expansion' points from the north towards the Malay Peninsula. A blue arrow points from the east towards the Malay Peninsula, labeled '1st century BC Orangasli (Proto-Malay)'. A green arrow points from the west towards the Malay Peninsula, labeled '16-8th century BC Orangasli (Semang/Senoi)'. An orange arrow points from the west towards the Malay Peninsula, labeled 'AD 14th Century Palembang Prince from Sumatra setting up Sultanates'. A purple arrow points from the east towards the Malay Peninsula, labeled 'AD 15th - 19th Century Different waves of Chinese/Indonesian/Indian migration'. A black arrow points from the west towards the Malay Peninsula, labeled 'AD 16th - 20th century BC European colonization'. The map also includes a small inset of the Malay Peninsula and a small inset of the Malay Peninsula.

16-8<sup>th</sup> century BC  
Orangasli  
(Semang/Senoi)

1<sup>st</sup> century BC  
Orangasli  
(Proto-Malay)

AD 14<sup>th</sup> Century  
Palembang Prince  
from Sumatra setting up Sultanates

AD 15<sup>th</sup> – 19<sup>th</sup> Century  
Different waves of Chinese/Indonesian/  
Indian migration

AD 16<sup>th</sup> - 20<sup>th</sup> century BC  
European colonization



*(Bellwood, 1996; Andaya, 2002;  
Goh, 2008)*

# A Multi-cultural Place – Malay, Chinese, Indian



# UNESCO Cultural Heritage and Sea Silk Road Port



# Modernization

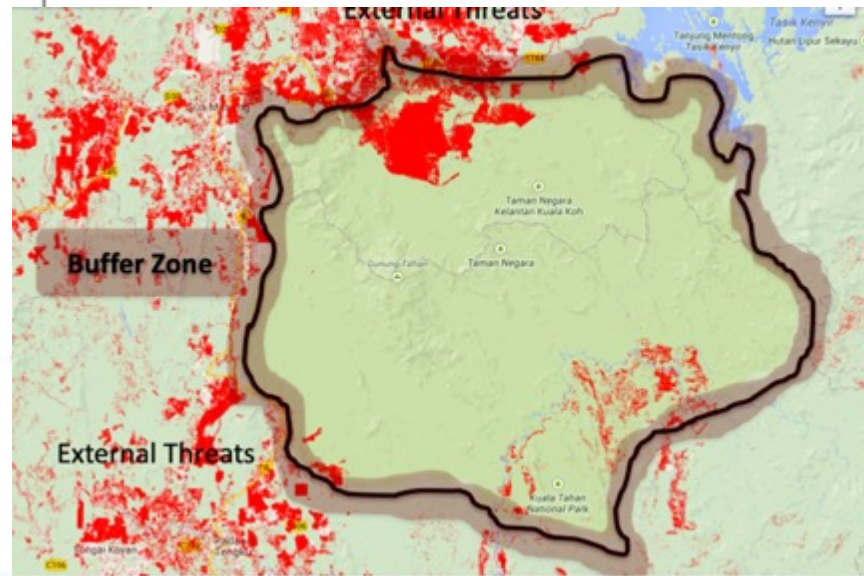
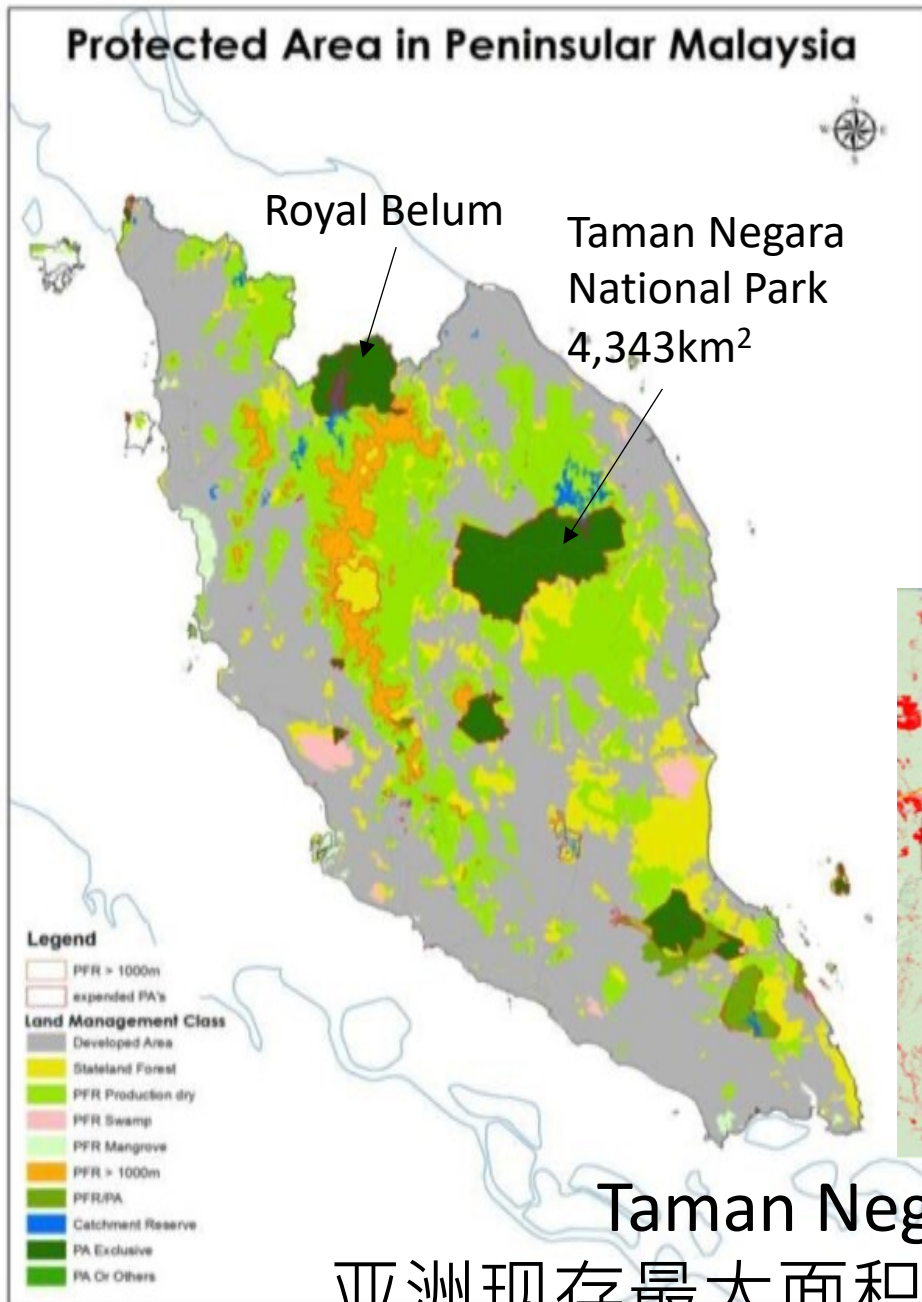


# Tropical Rainforest

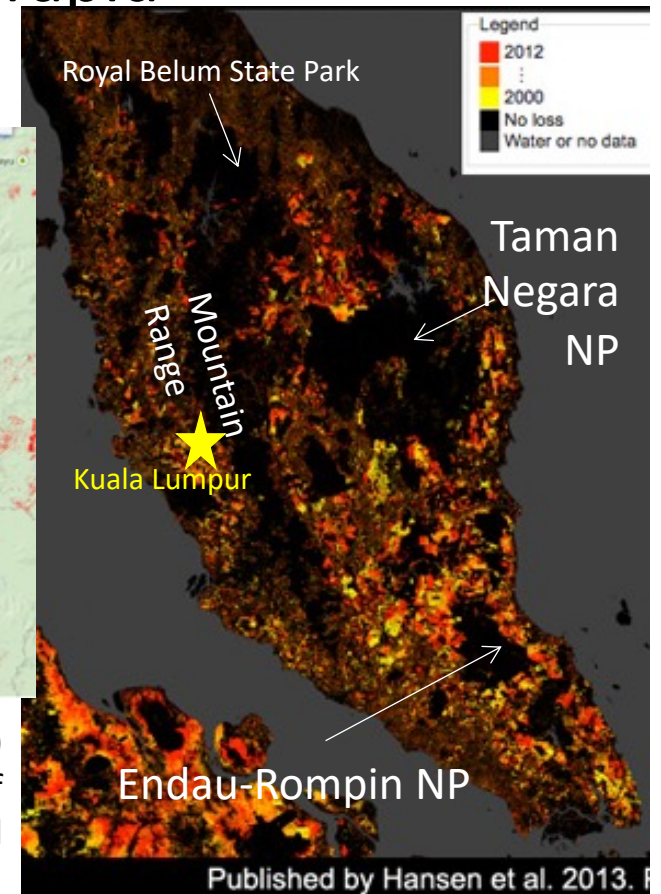


# The call for Rainforest Conservation 热带雨林保护

The region has one of the largest remaining **tropical rainforests** in Asia (and probably the world)! But are facing rapid deforestation....?



Source: Hansen (2013)  
University of Maryland



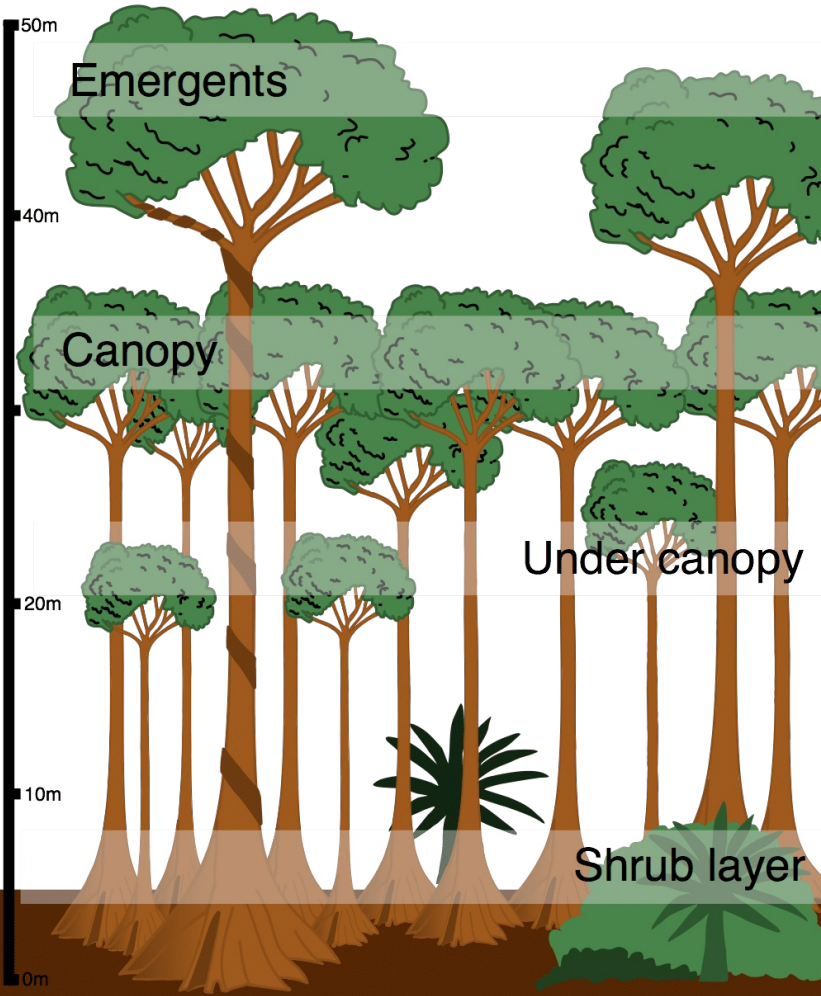
# Fauna in the Malaysian Rainforests

马来西亚雨林中的动物群



# Flora in the Malaysian Rainforests

雨林中的植物



# PEOPLE in the Malaysian Rainforests

马来西亚雨林里的原住民文化





# Selangor Fireflies

## Kuala Lumpur (Heritage walk)



# Malacca UNESCO Heritage City



# Taman Negara National Park



# Orangasli village



## Batek tribe

- Around 2000 people
- Semi-nomadic
- Facing dilemma in cultural preservation and modernization/tourism
- Read more:

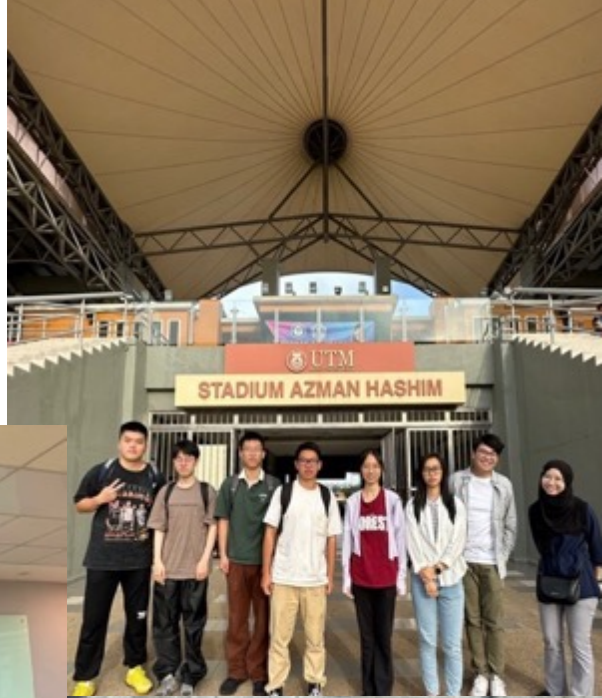
<https://www.sciencedirect.com/science/article/abs/pii/S016073832030092X>



# Kuala Gandah Elephant Sanctuary



# Academic Exchange



# Taylor's University



**TAYLOR'S UNIVERSITY** SCHOOL OF HOSPITALITY, TOURISM AND EVENTS

## Dr. Thanam Subramaniam

Stream Leader  
School of Hospitality, Tourism & Events

**About Dr. Thanam**

- Tourism lecturer with 14 years of diversified working experiences in fields ranging from journalism, training and education.
- Areas of experts are tourism economics, tourism experiences, tourist behavior, tourism marketing and consumer behavior.
- Advisor of PATA –Malaysia Taylor's Student Chapter.
- Strong education professional with a Doctor of Philosophy (PhD) focusing on Experiential Education in Hospitality and Tourism.

[See Taylor's expert profile](#)



**TAYLOR'S UNIVERSITY** SCHOOL OF HOSPITALITY, TOURISM AND EVENTS

## Dr. Kandappan Balasubramanian

Associate Professor  
School of Hospitality, Tourism & Events

**About Dr. Kandappan**

Hospitality Educator who continuously empowers to innovate himself with the latest developments of technology in order to meet the changing needs of today's learners.

Teaching Innovation in the arena of Hospitality Business Simulation, F&B and Service Quality Management modules.

Associate Director - Human Capital Development of the Centre for Research and Innovation in Tourism (CRIT)

Gold Medal recipients in International University e-Learning Carnival and EMAS (Exemplary Meritorious Academic Staff) award winner for his restaurant innovation.

His current research focused on hospitality & technology, service innovation, augmented & virtual reality in the hospitality higher education and industry sector.

A person with great networking skills to work on Borderless classroom and International Collaborative projects

[See Taylor's expert profile](#)



QS ranking (2026)  
= #253

# Proposed Trip Schedule 拟定行程安排

(subject to small changes later)

	Locations/routes (地点/路线)	Activities (活动/教学安排)	Remarks
Day 1	Guangzhou (China)> Kuala Lumpur (Malaysia)	Arrival and trip briefing Visiting <b>Putrajaya</b> in the afternoon	午晚 (包含)
Day 2	Kuala Lumpur ( <b>Taylor's University</b> )	Workshops and Campus Tour@ <b>Taylor's University</b> Afternoon/evening visit to <b>KLCC (Twins Tower)</b>	早午 (包含)
Day 3	Kuala Lumpur ( <b>Taylor's University</b> )	<b>AI/VR Heritage Workshops</b> by Taylor's Evening Free Time	早午 (包含)
Day 4	<b>Malacca</b> (UNESCO Heritage City)	<b>Full Day UNESCO World Heritage City tour</b> <b>+ VR video shootings</b>	早午 (包含)
Day 5	Kuala Lumpur ( <b>Taylor's University</b> )	<b>VR Heritage video making workshop</b> <b>+ presentations/sharing session</b> Evening Free Time (suggest going to <b>Bukit Bintang</b> )	早午 (包含)

	<b>Locations/routes</b> (地点/路线)	<b>Activities</b> (活动/教学安排)	<b>Remarks</b>
<b>Day 6</b>	Klang Valley (KL) > Selangor > KL	Full Day <b>Heritage Tour @ Klang Valley</b> (KL) Evening <b>Fireflies</b> tour at Kuala Selangor	早午晚 (包含)
<b>Day 7</b>	Kuala Lumpur > Taman Negara National Park	<b>Elephant sanctuary @ Kuala Gandah +</b> <b>Jungle night walk @ TN N.P.</b>	早午晚 (包含)
<b>Day 8</b>	Taman Negara National Park (full day)	<b>Inner jungle trekking (4 hours) +</b> <b>visit Orang Asli village @ TN N.P.</b>	早午晚 (包含)
<b>Day 9</b>	Taman Negara > Kuala Lumpur	Arrive Kuala Lumpur in the evening Free and Easy final night	早午 (包含)
<b>Day 10</b>	Kuala Lumpur > Guangzhou		自理

# Cost structure 成本结构 (估计，稍后确认)

(estimated, to be confirmed later)

Types of fees	Cost per person in RMB	Remarks
Local Program Fees For 10 days 当地费用	<b>8000 - 8500 人民币</b> (6000-6300 for 7 days with Taylor's program + 2000-2200 for 3 days rainforest tour @ Taman Negara National Park)	Approx. \$ structure (in 人民币) <b>Hotel ~ 250 x 9 nights = 2250</b> Meals ~ 100 x 12 = 1200 <b>Program activities and guide ~</b> <b>300 x 10 days = 3000</b> Transport 120 x 10 days = 1200 Bank transaction cost (5%) = 500
Air tickets 往返机票	<b>2500-3000 人民币</b>	group ticket to ensure everyone pays the same price
Insurance 保险	~300 人民币	Self-purchase
<b>Total</b> <b>(Estimated) 总费估计</b>	<b>10500-11500RMB</b> <b>Per Person</b>	(~5000-6000人民币 deposit required by early May 2026, no refund)

# What are included and not included in the estimated program fees?

## 估计费用(10500-11500RMB) 中包括和不包括什么

### Included

- Hotels (**2 persons per room, twins sharing**, possible 3-person rooms at rainforest)
- Most transportations (coach + boat, except some evening trips we will use public transports)
- All main activities and guides in our program
- 10-12 meals (except on a few occasions, especially during free time)

### Excluded

- Other Personal expenses and shopping
- Local public transportation during free evening time in Kuala Lumpur (very cheap~)
- Passport and Visa application Fees (if required)
- Activities not listed in the program

# Accommodations (3 - 4 stars hotels)



# Foods during the trip



# Night Market in Malaysia



# 国际旅游研学实践 (TM410)

## 本科专业选修课 — Assignments

1. In a team of 3-4 persons, **design a VR video on promoting heritage tourism for UNESCO Heritage City Malacca**. You will attend workshops on Malaysia Heritage, as well as the use of AI/VR in heritage management. Each team needs to come up with a creative video to be used in VR and present it on the 4<sup>th</sup> day at Taylor's University.
2. Each group will share with SYSU students and staffs after returning from the trip.
3. A **short individual written report** (1500-2000 words in Chinese) to reflect what you have learnt from this program, including some critical reflections on tourism development or phenomena observed in Malaysia and suggest recommendation for improvement in the country's destination management.

# Why join this tour? 为什么参加这个项目？

1. 在学术专家的指导下，实地学习数字文化遗产、多元城市规划、国际生态旅游、野生动物管理等前沿国际发展/学术议题
2. 沉浸式外语和文化体验 – 提高语言和国际沟通能力
3. 减少你在第三年和/或第四年需要选修课数量（本科）
4. 简历、PS，适用于未来的硕士/博士/工作申请（尤其适用于英国/欧洲的申请）
5. 潜在进一步学习的机会及研究与合作
6. 留下一生中难忘的回忆！

# 在做出决定之前要考虑的其他事情...

1. Be ready to do some jungle trekking (around 3 hours @ Taman Negara), prepare a comfortable shoes and sporty clothes (please no handbags, high heels or skirts) 做好丛林徒步旅行的准备
2. Respect other country's culture/religion/languages and prepare that it would be very different to China, some basic English speaking ability is needed 尊重其他国家的文化
3. You must have/apply for a passport ASAP, latest by mid-June 必须尽快拿到护照，最迟6月中旬
4. Follow our instructions to complete the paperwork required at SYSU (USC application, paying the RMB1000 deposits, flight booking, visa application etc.) 按照我们的指示完成SYSU所需的文书工作
5. Deposit to be paid by May 2026, no refund for cancellation after this date 押金将于2026年5月支付，不退款
6. During the trip, Do NOT leave the group without permissions, except for the free-time activities, visiting to the Red light district is not allowed 期间未经许可不得离开团队，不允许访问红灯区

## Deadlines 重要日子

申请截止日期 Deadline for application:

**21<sup>st</sup> April 2026, 23:59 (Tuesday)**

(a link for will be sent through Wechat 链接将通过微信发送)

Participation **Confirmation by late April (we will call you to confirm)**

Deadline for Deposit payment (no refund , regardless of circumstances)

**Early May 2026 (To be confirmed)**

We will have **two pre-trip workshops** (one on-site, one off-site) to prepare you for the program and sort out the SYSU USC online application, **around June 2026**

**Important notice:** 请注意，这不是商业旅行团，我们没有任何利润。活动/酒店/旅行费用/航班将存在不确定性和轻微变化（例如，由于不可预见的天气、政府/学校政策、汇率变化等）。如果某项当地活动不可用，我们将提供替代活动。请谅解。



# 2026年暑假马来西亚 国际交流研学项目介绍会!

项目日期：2026年8月10 - 19日 (10天)

带队老师：

Frankie 范敬恒 助理教授，陈敬复 副教授

项目助理：吴俏 博士生

行政：Sandy 杨凌姗老师

《国际旅游研学实践》  
(TM410) 本科专业选修课  
(2学分)

欢迎大家报名！Any Questions?

