



TAYLOR'S
UNIVERSITY

Wisdom · Integrity · Excellence



TAYLOR'S UNIVERSITY EDUTOURISM/
SUMMER PROGRAMME

HOSPITALITY MANAGEMENT

17 AUGUST - 30 AUGUST 2025



TOP 1% MOST ELITE UNIVERSITY GLOBALLY

Since our inception in 1969, Taylor's has gained significant recognition as a prestigious institution. Our exhaustive list of accolades ranges from national to international, a testimony to our unwavering commitment towards quality teaching and high-impact research, leading to competitive placements and high demand for each intake.

Taylor's University is one of the world's top 1% universities and the #1 private university in Southeast Asia for 5 years in a row (2025 QS World University Rankings).

In addition, it ranks #36 in Asia (2025 QS Asia University Rankings). These achievements have attracted students from around Malaysia and the world, reflecting Taylor's strong focus on equipping graduates with holistic education. Central to this is Taylor'sphere, an ecosystem where experienced lecturers, industry partners, alumni, and world-class facilities nurture students' intellect, creativity, and practical wisdom, ensuring they graduate in demand.



TAYLOR'S UNIVERSITY

EDUTOURISM / SUMMER PROGRAMME IN HOSPITALITY MANAGEMENT

Taylor's School of Hospitality, Tourism, and Events (SHTE) stands tall as a World Top 20 and the No. 1 Private University in Malaysia and Southeast Asia for Hospitality & Leisure, according to the QS World University Rankings by Subject 2025. This is a testament to our quality teaching, research excellence, and supportive learning community, which make us a highly sought-after institution for students eager to gain industry-relevant skills and expertise.

Course Highlights

- ▶ To introduce global hospitality trends to enhance students' understanding of the hospitality industry landscape.
- ▶ To take the students on immersive field trips to enhance their know-how of the various key sectors of the global hospitality industry.
- ▶ To provide the students with an overview of the international chain of hotels operating in Malaysia.
- ▶ To introduce students to the key players in the industry, preparing them for their future careers.

Learning Outcomes

Upon successful completion of this programme, students should be able to:

Explore the know-how of hospitality management in the Malaysian context from an operational point of view.

Expound on the insights of management of the hospitality industry in Malaysia.

Experience the different business practices among the international hotel chains in Malaysia.

Acquire a sound understanding of the Malaysian hospitality industry and its cultural dimensions.

Assessment

Students are required to compile a 2-minute project-based video capturing their key learning points throughout the summer programme. This video will be presented during the group presentation on the final day of the summer programme or as per schedule.



70%

2-minute video of the learning experience

30%

Group Presentation of the Reflective



TAYLOR'S UNIVERSITY EDUTOURISM / SUMMER PROGRAMME IN HOSPITALITY MANAGEMENT

Students who have successfully completed the Programme will be issued a Certificate of Participation.

Programme fees:

USD2100 inclusive of accommodation, experiential learning, welcome and farewell reception, and cultural tours. Payment made is non-refundable if the participant is not able to fulfil the travel requirements as imposed by the authorities of Malaysia.

Exclusion:

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

Minimum Participants:

20 students for the programme to commence.

Travel Requirements:

- ▶ International students/participants must submit an application for a Social Visit Pass (SVP) to Immigration Department Malaysia (IMM) and Education Malaysia Global Services (EMGS) through our Global Mobility & Industry Partnerships Office.

The SVP fee is RM86.40 (inclusive of 8% service tax) and participants are required to pay this amount in cash (in Ringgit Malaysia) during registration at Taylor's University.

- ▶ 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 fulfil 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: 15 May 2025

For enquiries, please write to summer@taylors.edu.my

PROGRAMME HIGHLIGHTS

WEEK 1

PROGRAMME ITINERARY

DAY 1 SUNDAY	• Arrival and check in to respective accommodation Check in to designated accommodation service
DAY 2 MONDAY	• Welcome Reception and Programme Briefing Campus Tour and Welcome Lunch Workshop 1: Malaysian Language, Culture and Customs
DAY 3 TUESDAY	• Workshop 2: Intercultural management at the workplace Workshop 3: Human resource management: dealing with multicultural perspectives
DAY 4 WEDNESDAY	• Workshop 4: Hospitality Management: the life of a General Manager Field Visit 1: IHG Group; Holiday Inn Express KL City Center
DAY 5 THURSDAY	• Field Visit 2: Hilton Worldwide Group Field Visit 3: Marriott International Group
DAY 6 FRIDAY	• Kuala Lumpur Cultural Tour (Caves Stone, Kuala Lumpur City Centre, Central Market and Chinatown)
DAY 7 SATURDAY	• Free and Easy
DAY 8 SUNDAY	• Free and Easy

WEEK 2

PROGRAMME ITINERARY

DAY 9 MONDAY	• Workshop 5: Food & Beverage Trends in Malaysia: Café and Barista Business Perspectives Field Visit 4: DeGayo factory; from bean to coffee, Management of a Process (Supply Chain)
DAY 10 TUESDAY	• Workshop 6: Butler service and guest experience Workshop 7: Luxury brand management
DAY 11 WEDNESDAY	• Workshop 8: Revenue management Workshop 9: Guest service management
DAY 12 THURSDAY	• Presentation of Reflective Journal Farewell Reception and Lunch
DAY 13 FRIDAY	• Malacca Cultural Tour
DAY 14 SATURDAY	• Check out from Accommodation Service Departure to Airport



What to expect in Malaysia?

Malaysia is one of Southeast Asia's top travel destinations, offering an endless range of attractions and activities catering to the cosmopolitan shopper, cultural enthusiast, history buff, and nature lover. Malaysia is also well known for its multiculturalism, which has not only made it a gastronomical paradise but also home to hundreds of colourful festivals with warm and friendly locals. 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, 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 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 is 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 take place at Dataran Merdeka.



MALACCA

Malacca's historical significance and cultural diversity serve as a dynamic spot for eye-opening discoveries. Its well-preserved historical sites, including the iconic A Famosa fortress and the vibrant Jonker Street, offer a unique platform for understanding tourism, heritage, and culture. As a UNESCO World Heritage city, Malacca also boasts the majestic Stadthuys and the serene Cheng Hoon Teng Temple, offering a rich tapestry of experiences for visitors.



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PERFORMANCE RATING BY MINISTRY
OF HIGHER EDUCATION



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