



**UMS**  
UNIVERSITI MALAYSIA SABAH

## **EDUTOURISM**

### **Educational Tourism (Edutourism)**

Educational Tourism (Edutourism) is one of the mobility programmes recognised by the Ministry of Higher Education (MOHE), Malaysia. It refers to educational travel undertaken by international visitors where learning and educational experiences at a Malaysian higher education institution form the primary purpose of the visit.

Edutourism programmes involve international students, schools, universities, government agencies, and organisations participating in structured educational activities in Malaysia for a duration ranging from **one (1) day or eight (8) hours up to six (6) months**, including programmes requiring the appropriate immigration pass.

At Universiti Malaysia Sabah (UMS), Edutourism combines academic learning with cultural immersion, experiential education, and community engagement, providing participants with authentic learning experiences in one of the world's richest biodiversity hotspots.

### **Why UMS?**

Located in Sabah, Malaysian Borneo, UMS offers a unique learning environment where participants can experience:

- World-renowned biodiversity and tropical ecosystems
- Marine and coastal ecosystems
- Indigenous cultures and multicultural communities
- Sustainable development practices
- Research-intensive learning experiences
- Industry and community engagement
- A vibrant international campus environment

### **Programme Themes**

- Biodiversity & Conservation
- Marine Science
- Tropical Rainforest Studies
- Culture, Heritage & Indigenous Communities
- Sustainable Development



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- Community Engagement
- Academic & Research Exposure
- Agriculture & Food Security
- Business, Innovation & Entrepreneurship
- Hospitality & Tourism

### **Programme Components**

Programmes may be customised according to the objectives of the visiting institution and may include:

- Academic lectures and seminars
- Laboratory and practical sessions
- Fieldwork and site visits
- Industry visits
- Cultural immersion activities
- Community engagement projects
- Campus tours
- Student interaction programmes
- Research collaboration sessions

### **MOHE Edutourism Categories**

UMS programmes may be developed under the **11 Edutourism categories recognised by the Ministry of Higher Education Malaysia:**

- Agriculture and Veterinary (AAV)
- Arts and Social Science (ANS)
- Business and Entrepreneurship (BAE)
- Culinary Arts and Hospitality (CAH)
- Environmental and Health Science (EAH)
- Food, Culture and Heritage (FCH)
- Language and Communication (LAC)
- Leadership and Management (LAM)



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- Nature and Adventure (NAA)
- Science and Technology (SAT)
- Sports (SPT)

For more information on Malaysia's Edutourism initiative, please visit the official Education Malaysia website:

<https://educationmalaysia.gov.my/edutourism>

For enquiries on UMS Edutourism programmes, customised study visits, or collaboration opportunities, please contact: [globalmobility@ums.edu.my](mailto:globalmobility@ums.edu.my)