

1.0 INTRODUCTION

1.1 Date and Time of Visit

This field trip was over a period of 8 days starting from 1 May 2010 till 8 May 2010.

1.2 Place of Visit

The main place of visit is the City of Beijing in China (Figure 1), which includes a visit and paper presentation at Peking University, and study trips to the Great Wall of China, the Forbidden City, Beijing Botanical Gardens and other major attractions in the city (as stated in Appendix A). The map of the visit to Beijing is shown below:

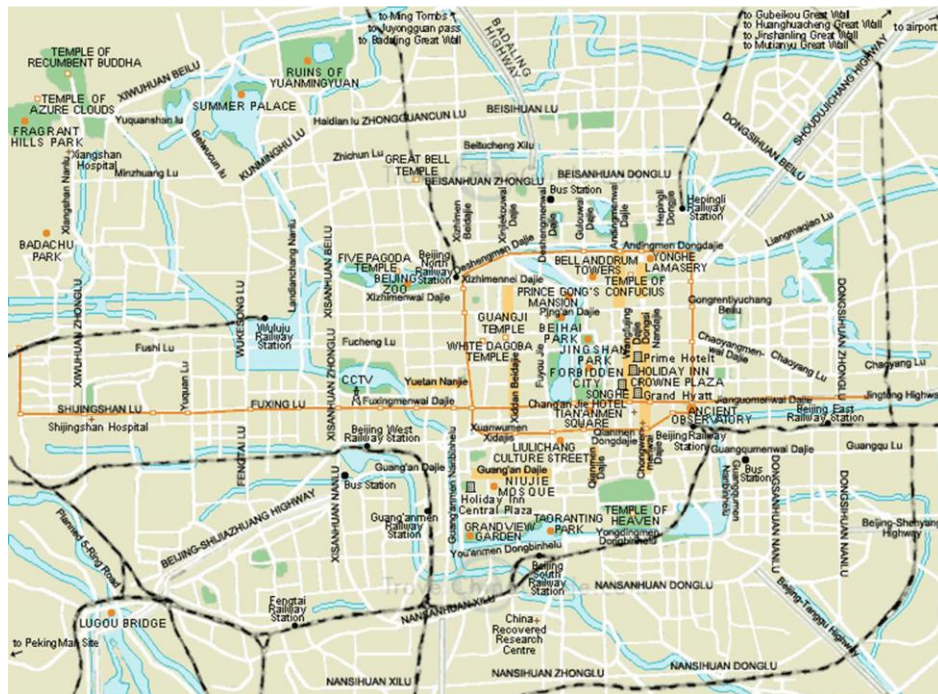


Figure 1: The City of Beijing, China

1.3 Objectives of the Visit

The objectives of the visit to Beijing, China are as follows:

- i. To increase the exposure of students to academic experiences overseas through the learning and sharing of cultural differences.
- ii. To explore opportunities and knowledge which are related to the subject of tourism planning in order to obtain the skills and knowledge from an international environment.
- iii. To form cooperation between Universiti Teknologi Malaysia and Peking University for the exchange of knowledge in the field of tourism and education as a whole.

1.4 Trip Participants

The number of students from the Master of Science (Tourism Planning) course attending this program is 11. This trip is accompanied by two lecturers. The list of participants in this “Global Outreach” program is listed below:

Lecturers

No.	Name	Status
1	Prof. Dr. Amran bin Hamzah	Head of Course, Master of Science (Tourism Planning), Faculty of Built Environment.
2	Dr. Hairul Nizam bin Ismail	Head of “Global Outreach Program”: Academic Visit to Beijing, China.

Students

No.	Name	Matric No.
1	Abdul Hadi Bin Mustaffa	MB092041
2	Clarence Joseph	MB092036
3	Mazne Binti Ibrahim	MB092001
4	Noor Farradilatun Binti Nordin	MB092015
5	Noraqidah Binti Mohamad	MB092034
6	Noridah Binti Hussain	MB092169
7	Rohainis Binti Rahim	MB092040
8	Siti Zawani Binti Radzi	MB092010
9	Yong Jia Yaik	MB092151
10	Majang Anak Landa	MB093011
11	Suradiyah Binti Labintah	MB092065

1.5 Trip Programme

DATE	TIME	ACTIVITIES
1 May 2010 (Saturday)	Participants Depart from UTM Skudai	
	4:00 pm	<ul style="list-style-type: none"> • Depart from UTM Skudai to Kuala Lumpur International Airport (KLIA), Kuala Lumpur (UTM Bus)
	09:00 pm	<ul style="list-style-type: none"> • Flight Check-In
	11.40pm	<ul style="list-style-type: none"> • Depart from KLIA-Terminal M for Beijing International Airport (BIA), Beijing, China.
2 May 2010 (Sunday)	Arrival of Participants in China	
	7.30 am	<ul style="list-style-type: none"> • Arrival at BIA-Terminal 3.
	9:00 am	<ul style="list-style-type: none"> • Check-in at Laurel Hotel, Beijing. (4-star hotel)
	10.00 am-	<ul style="list-style-type: none"> • Free and Easy
	6.00 pm	<ul style="list-style-type: none"> • Return to Hotel
3 May 2010 (Monday)	Academic Visit 1	
	7:30 am	<ul style="list-style-type: none"> • Visit to Summer Palace <p><i>“Field work: Exploring the influence of the British during the Qing Dynasty.”</i></p>
	1.00 pm	<ul style="list-style-type: none"> • Lunch
	2.00 pm	<ul style="list-style-type: none"> • Visit to Pearl Center & Temple of Heaven <p><i>“Visitor Interpretation Briefing”</i></p>
	6.00 pm	<ul style="list-style-type: none"> • Dinner
	8:00 pm	<ul style="list-style-type: none"> • Visit to Bird Nest Stadium (2008 Beijing Olympics Stadium) <p><i>“Sports Tourism: Briefing on the success of the Olympics in Beijing.”</i></p>
		<ul style="list-style-type: none"> • Return to Hotel
4 May 2010 (Tuesday)	Academic Visit 2: Presentation of Working Paper at Peking University, Beijing.	
	7:30 am	<ul style="list-style-type: none"> • Academic Visit at Peking University, Beijing, China.
	9.00 pm	<ul style="list-style-type: none"> • Morning Session: <i>“Symposium on Tourism Corridors”</i>
	12.00 pm	<ul style="list-style-type: none"> • Open discussion
	1.00 pm	<ul style="list-style-type: none"> • Lunch
	2.00 pm	<ul style="list-style-type: none"> • Visit to Niujie Mosque and Muslim Supermarket

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	7.00 pm 8.00 pm 10.00 pm	<ul style="list-style-type: none"> • Dinner • Night Walk around Beijing City • Return to Hotel
5 May 2010 (Wednesday)	Academic Visit 3: Great Wall of China	
	7.30 am 9.00 am 2.00 pm 4.00pm 7.00pm 8.00pm 10.00pm	<ul style="list-style-type: none"> • Depart for Mutianyu (90km from hotel) • Visit to Mutianyu Great Wall of China • Shopping at Sanlitun Yashow Market • “Identifying Entrepreneurship Culture in China” • Dinner • Acrobatic show at Chaoyang Theater • Return to Hotel
6 May 2010 (Thursday)	Academic Visit 4	
	7.30 am 9.30 am 2.00pm 3.00 pm 7.00 pm 8.30 pm	<ul style="list-style-type: none"> • Visit to Tiananmen Square • “Briefing on the Grandiosity of Tiananmen Square ” • Visit to the Forbidden City • “Briefing on Visitor Interpretation” • Lunch • Free and Easy • Dinner • Return to Hotel
7 May 2010 (Friday)	Academic Visit 5	
	9.00 am 1.00 pm 2.00 pm 6.30 pm 8.00pm 10.00pm	<ul style="list-style-type: none"> • Visit to Beijing Botanical Gardens • “Landscape Architecture Planning and Management Interpretation” • Lunch • Visit to Cultural Village (<i>Hutong Village</i>) • “Interpretation on Culture and Heritage Tourism” • Dinner • Shopping at Tianya Hongqiao Market • Return to Hotel
8 May 2010 (Saturday)	Return to Malaysia	
	7.00 am 9.00 am 10.00 am	<ul style="list-style-type: none"> • Hotel Check-Out • Visit to the “Egg Shell”-National Theatre • Visit to Qianmen Street

	12.00 am	• Lunch
	2.00 pm	• Flight Check-in
	4.30 pm	• Depart from Beijing China for Malaysia
	10.30 am	• Arrival at KLIA Kuala Lumpur, Terminal M
	11.00 pm	• Depart from KLIA for UTM Skudai
	3.00 am	• Arrival at UTM Skudai, Johor

2.0 Summary of Trip Activities

2.1 Academic Visit 1

Date: 3/05/2010

Event: Visit to Summer Palace, Temple of Heaven and Bird Nest Stadium.

Summary of Trip Events:

- i. The academic visit to the Summer Palace, also known as the "Gardens of Nurtured Harmony", which is a UNESCO World Heritage Site and chosen as the greatest example of Chinese landscape architecture. The Summer Palace covers an area of 2.9 km² and includes the 'Longevity Hill' (60 meters high), Kunming Lake and various other palaces, gardens and classical architectural structures that exposes the importance of the cultural, historical and heritage aspects as an attraction in the field of tourism.



Figure 1: Cultural Tourism Attraction: Summer Palace.



Figure 2: View from Kunming Lake toward Yu Quan Hill and the Yu Feng Pagoda



Figure 3: The beauty of the gardens is complemented with classical architecture.



Figure 4: Management and preservation of Qing Dynasty heritage features



Figure 5: The beauty of the gardens is complemented with classical architecture.



Figure 6: The Qilin Bronze Statue is the landmark of the Summer Palace

- ii. The Temple of Heaven is a Taoist temple complex that is located in the Southeast of Beijing. This complex was the place where the Ming and Qing Dynasty emperors worshipped for bountiful harvest each year. The Temple of Heaven today is a place for the senior citizens of Beijing to gather and partake in a variety of activities such as sports, dances, chatting, and so on. This complex is one of the major tourist attractions in Beijing.



Figure 7: Panorama of the Worship Hall for Bountiful Harvest in the middle, a view from the south.



Figure 8: Senior citizens taking part in dancing at the Temple of Heaven



Figure 9: Complementary landscape layout at the Temple of Heaven

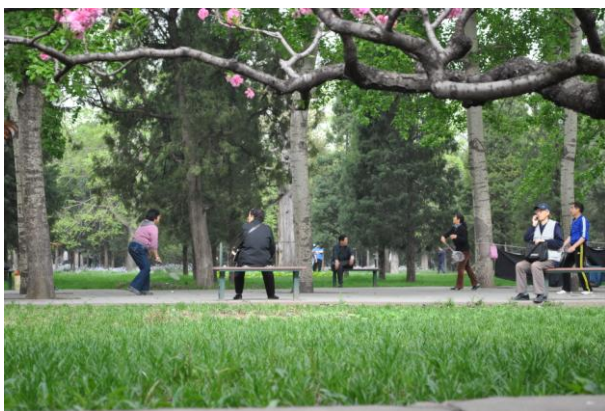


Figure 10: Privacy activities which are appropriate with the division of space



Figure 11: Trip participants taking a photograph at the Temple of Heaven

- iii. The Beijing National Stadium, also known as the Bird Nest Stadium or the National Stadium was constructed to host Athletics for the 2008 Olympic Games as well as the venue for both the opening and closing ceremony of the Games. It is located adjacent to the Beijing National Aquatic Centre (the Water Cube). The modern architectural designs in the shape of a bird's nest has drawn many visitors to the nation of China.



Figure 12: Architectural view of the Beijing National Stadium, China.

2.2 Academic Visit 2: Presentation of Working Paper at Peking University, Beijing.

Date: 4/05/2010

Event: Academic Visit to Peking University, Visit to Niujie Mosque and Muslim Supermarket.

Summary of Trip Events:

- i. Cooperation between the students of the Master of Science (Tourism Planning), Universiti Teknologi Malaysia and the students of Urban and Regional Planning, Peking University, in organizing a symposium on tourism corridors. Each party presented two working papers, one from the lecturer and another from the students, respectively. The programme of the symposium is listed below:

Table 1: Programme for the Tourism Corridor Symposium at Peking University, 4 May 2010.

Time	Programme
08.30am	Academic Visit to Peking University, China.
09.00am	Welcoming speech by students of Peking University
09.30-10.30am	Morning Session: Presentation of working paper by Peking University Lecturer: Title: “Framework Analysis on China’s Golden Week Policy-Making Process”
10.30-11.00am	Presentation of working paper by UTM Lecturer: Title: ‘Community Based Tourism in the Asia Pacific: Trapped Along the Value Chain’
11.00-11.30am	Presentation of working paper by Peking University Students: Title: “Online Narrative Perception of Tourist Cities in China: A content Analysis”
11.30-12.00noon	Presentation of working paper by UTM Students: Title: ‘Design On Tourism Corridors Between Merang To Penarik, Terengganu, Malaysia’
12.00-1.00pm	Open Discussion



Figure 13: Participants in the Tourism Corridor Symposium at Peking University



Figure 14: Presentation of working paper by the Peking University Lecturer

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Figure 15: Presentation of working paper by UTM students



Figure 16: Presentation of working paper by Peking University students



Figure 17: Discussion and exchange of ideas and suggestions in the development of the tourism industry between China and Malaysia



Figure 18: Tour of the Peking University campus



Figure 19: Students exploring the architectural and landscape features which complement the environment of a tertiary learning facility

- ii. During the afternoon, a visit to the oldest mosque in Beijing, the Niujie Mosque was held. The mosque was first built in 996 AD and was reconstructed and enlarged under Emperor Qing Kangxi (1622 – 1722). The mosque is located in Niujie, in the district of Xuanwu in Beijing. It serves 10,000 Muslims that reside in the area and is the oldest and largest mosque in Beijing. Niujie mosque encompasses an area of 6,000 m². The mosque mixes Chinese and Islam cultures. From the outside, the architecture portrays a heavy Chinese influence, while the interiors has more Islamic furnishings. This mosque was built using timber and houses several relics and stones such as one containing the decree of an Emperor during the Qing Dynasty. This visit exposes the participants to the importance of ritualistic heritage from a past era which has been handed down to this day.



Figure 20: Main Hall Entrance-Islamic-Chinese carvings



Figure 21: Architecture of the mosque



Figure 22: Tomb at the mosque



Figure 23: Islam community at Niujie

2.3 Academic Visit 3: The Great Wall of China

Date: 5/05/2010

Event: Visit to the Great Wall of China, Acrobatic Show at Chaoyang Theater.

Summary of Trip Events:

- i. The Great Wall of China was a series of forts built around 200 BC which were fortified between the 14th century to the 17th century AD, during the Ming Dynasty. The purpose of the wall was to protect Northern China from threats from the North such as Mongolia and Turkic. The wall measures 6,400km long, from Shanhaiguan to the Bohai Gulf in the east, which is located near the borders of China and Manchuria, all the way to Lop Nur in the Southeast of Xinjiang province. The wall is the only man-made structure viewable from space and was declared a UNESCO World Heritage Site in 1987.



Figure 24: i) Participants begin climbing the Great Wall. ii) View from the top of the Wall. iii) The padlocks are a symbol of a newly-wed couples love for each other

2.4 Academic Visit 4

Date: 6/05/2010

Event: Visit to Tiananmen Square and the Forbidden City

Summary of Trip Events:

- i. Tiananmen Square is an enormous plaza located near the centre of Beijing city in China. The name Tiananmen means “Peaceful Gate to Heaven” and the gate is located north of the square. The gate divides the square from the Forbidden City. The square is well known as a cultural and political symbol of China where it has played host to a number of important events in Chinese history such as the May Fourth Movement in 1919, March 18 Massacre in 1926, the Proclamation of the People’s Republic of China in 1949, the Tiananmen Square Protests in 1976 and 1989, and the Tiananmen Square Self-Immolation Incident in 2001. The square encompasses 40.5 hectares, making it the largest open square in the world



Figure 25: The People’s Monument, and Sun Yat Sen’s portrait



Figure 26: Zhengyangmen City Gate



Figure 27: Tiananmen Gate to the Forbbiden City

- ii. The Forbidden City was the official palace of the Chinese Emperor which was used from the Ming Dynasty until the end of the Qing Dynasty. It is located in the exact centre of Beijing and now houses the Palace Museum. The palace was used as the dwelling place of the emperor and his family, in addition to serving as a recreation area and political centre for almost 500 years. Built between 1406 - 1420, the complex contains 980 buildings and 8,707 rooms over an area of 720,000 m². The palace complex is a grand example of traditional Chinese architecture, influencing the architectural designs of East Asia and many other places. The Forbidden City was declared a World Heritage Site in 1987 and listed by UNESCO as the largest collection of wooden structures in the world. Since 1924, the Forbidden City was placed under the jurisdiction of the Palace Museum, which had collected many artifacts and artworks from the Ming and Qing Dynasties.



Figure 28: Forbidden City, view from Jingshan Hil to the north



Figure 29: Grand Hall of Harmony



Figure 30: Central Hall of Harmony and the Hall of Preservation

2.5 Academic Visit 5

Date: 7/05/2010

Event: Visit to the Beijing Botanical Gardens and to the Cultural Village (Hutong Village).

Summary of Trip Events:

- i. The Beijing Botanical Gardens is located at the foot of the Western Beijing City Hill, close to the Xiangshan gardens. The garden was built in 1956 with an area of 4 mil m² and is acknowledged as the largest botanical gardens in the northern reaches of the country. The gardens is tasked in collecting and preserving flora from within and without the country, conduct research on wild species, preserve endangered plants and so on. During the visit to the gardens, a Peach Flower Festival was being held at the gardens. This festival is also a flower festival which ran for two and a half months starting on 21 March 2010 till 10 May 2010. In this festival, more than 200 species of flowers were exhibited to visitors. The purpose of this trip was to expose the participants to the development of a successful botanical gardens as a guide to a similar development in Malaysia.



Figure 31: Participants observing the layout and design concept of the Beijing Botanical Gardens



Figure 32: The gardens receive over one million visitors a year

- ii. The Hutong Cultural Village exposed the participants to the traditional livelihood and living conditions of the Chinese Community in Beijing. A Hutong is a narrow road or land. In Beijing, Hutongs were formed as a result of siheyuan, traditional dwelling places. The

word Huting is also used in reference to a neighbourhood such as at the cultural village. Since the middle of the 20th century, the number of Hutongs in Beijing had been drastically torn-down for the sake of development. Today, some Hutongs have been designed as cultural heritage areas to preserve an aspect of Chinese cultural history. Hutongs are an important element to the city of Beijing and every Hutong has its own history.



Figure 33: Participants took tricycle rides through the Hutong



Figure 35: Entrance to a Siheyuan at the Hutong



Figure 36: Side jobs of the Hutong Community



Figure 34: Gong Hill, a place for the Hutong community to gather



Figure 37: View of the Hutong from the Gong Hill

3.0 Conclusion

The visit has brought many benefits to the students as well as the university. The programme has given unique experiences and knowledge to the participants in addition to expanding their views of the world which would prove most useful while pursuing their masters degrees in Tourism Planning. The learning, understanding and building of knowledge on what make a good urban tourism destination in attracting tourists was the main outcome in the minds of the participants, while observing foreign designs and cultures. In addition, the students managed to build on their generic skill sets through the practical activities conducted with both the university and throughout the tour. This is in line with the mission of the university to produce high-quality graduates who are knowledgeable. Three benefits were the result of this programme:

- i. Better communication skills through the presentation of working papers and discussions among students of the two participating universities. This improved the ability of students to share information as well as exchange ideas and experience in the field of tourism development.
- ii. Teamwork in making the visit a success and the opportunity to build on good relationships with one of the top universities in Asia. Interaction among course members were also improves as a result of working together in achieving common goals.
- iii. Increasing the ability of students in organizing, planning and managing the trip. This required plenty of practical or “real-life” procedures and communications.

Throughout the visit, the students has shown that such academic visits have great potential to not only expose students to multi-dimensional views, but is also able to promote the name of UTM among the international audience by raising its profile, especially to the premier universities of the world. Continuous support from students and the university in the Global Outreach programme is encouraged so as to achieve the long-term goals of the university in achieving worldwide recognition and partnerships, such as with the Peking University in Beijing, China.