

## 马来西亚东海岸汉语需求调查 Mandarin Need Analysis in East Coast Region of Malaysia

杨银梅<sup>1</sup>、郑靖而<sup>2</sup>

YONG Ying Mei<sup>1</sup> & CHENG Ching Yee<sup>2</sup>

---

<sup>1</sup> Yong, Y.M., Centre for Modern Languages and Human Science, Universiti Malaysia Pahang, yingmei@ump.edu.my

<sup>2</sup> Cheng, C. Y., Centre for Modern Languages and Human Science, Universiti Malaysia Pahang, chingyee@ump.edu.my

---

### 摘要

马来西亚与中国在彭亨关丹共同建设关丹产业园及钦州产业园，为马来西亚东海岸三州带来无限商机与就业机会。懂得汉语的人才，能够促进两国合作，加强经贸来往。有鉴于此，东海岸人民对学习汉语的需求将不断地提升。因而本文对马来西亚东海岸汉语学习需求展开调查。本文通过访问相关政府部门及进行问卷调查作为研究基础。研究结果显示东海岸的汉语需求是商务汉语及旅游汉语。马来西亚彭亨大学汉语文化中心肩负着传播汉语的重任，为日益具增的汉语需求做万全准备。马中两国的语言交流不但促进两国友好关系，同时也对一带一路的宏愿起了积极地作用。

**关键词：** 汉语需求； 对外汉语； 马来西亚东海岸； 商务汉语； 旅游汉语

### Abstract

Malaysia and China cooperated to build up Malaysia-China Kuantan Industrial Park (MCKIP) and China-Malaysia Qinzhou Industrial Park at Kuantan, Pahang. Both of parks will create a lot of business and employment opportunities in East Coast Region of Malaysia. Those are mastering in Mandarin may increase the cooperation in international trade and economy between Malaysia and China. Therefore, Mandarin learners from East Coast Region of Malaysia will be increase as might be expected. Thus this study investigated Mandarin need analysis in East Coast Region of Malaysia through interview and questionnaire. The finding shows that the market requirement of Mandarin courses are Business Mandarin and Mandarin for travelling in East Coast Region of Malaysia. The investment of China in Pahang by One Belt One Road economy policy of China may prompt the demand of Mandarin courses. As a Mandarin Language and Culture Centre (MLCC), Universiti Malaysia Pahang played an active role in providing the Mandarin courses to the residents in East Coast Region of Malaysia. It's will enhance the friendship and international relations between Malaysia and China.

**Keywords:** Mandarin need; Mandarin as a foreign language; East Coast Region of Malaysia; Business Mandarin; Mandarin for Travelling