



**Republic of the Philippines  
OFFICE OF THE PRESIDENT  
COMMISSION ON HIGHER EDUCATION**

**CHED Memorandum Order  
No. 30  
Series of 2006**

**SUBJECT : POLICIES AND STANDARDS FOR BACHELOR OF SCIENCE IN TOURISM MANAGEMENT(BSTM)/ BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT (BSHM)/ BACHELOR OF SCIENCE IN HOTEL AND RESTAURANT MANAGEMENT (BSHRM)/ BACHELOR OF SCIENCE IN TRAVEL MANAGEMENT (BSTRM)**

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In accordance with the pertinent provisions of Republic Act (RA) No. 7722, otherwise known as the “Higher Education Act of 1994,” and for the purpose of rationalizing the undergraduate tourism management/hospitality/hotel and restaurant and/or travel management education in the country with the end view of keeping pace with the demands of global competitiveness, the following policies and standards are hereby adopted and promulgated by the Commission.

*Article I*

**INTRODUCTION**

**Section 1. Background of the Tourism Industry**

Tourism is the world’s largest industry, generating in 2003 over USD 514 Billion in receipts from 697 million tourists and employing hundreds of million people worldwide. Almost 760 million traveled across borders in 2004; several times more traveled domestically. The probability of one being able to visit foreign lands in his lifetime has never been higher.

The tourism industry is a vast system consisting of several sectors with airlines, hotels, resorts, travel agencies and tour operators constituting the greater bulk. The myriad of smaller entities that thrive and wane with tourism’s upswings and downturns include souvenir shops, restaurants, bars and the like. The industry also goes beyond its business realm; it covers government and non-government organizations as well as educational institutions.

Tourism generates both positive and negative impacts on the culture, economy, and environment of generating and receiving countries. It can uplift country’s living standards, instill greater pride in one’s identity and make people more aware of their cultural and natural heritage. On the other hand, it can also corrupt values and traditions and degrade the environment.

**Section 2. Rationale**

The aforementioned factors have ramifications on the Philippine tourism education system. A good starting point for reform was to make a thorough review of the management-oriented curriculum that has, since the 70’s, pervaded among tourism and hospitality schools. To produce graduates that will not only survive but also thrive in a borderless economy, a paradigm

shift from supply-driven to market-driven curriculum in terms of content and structure was adopted. To be more responsive to the needs of the industry, the new program emphasizes skills and competencies instead of just managerial theory and is scheduled in such a way as to provide more but focused options for the students in terms of career paths. The course line-up incorporates subjects on sustainable development and international standards and practices to address issues that arise from market imperfections and the challenges of globalization. Finally, the curriculum is designed to allow flexibility and creativity on the part of higher educational institutions.

Against this overview, and considering sustainable development as the key to optimal tourism growth, this set of programs on tourism, hospitality management and related fields was developed to support the tourism industry and to address its manpower needs more particularly, in preparation for the full implementation of the General Agreement of Trade and Services (GATS) under the aegis of the World Trade Organization.

## *Article II*

### **AUTHORITY TO OPERATE**

#### **Section 3.**

All private higher education institutions (PHEIs) intending to offer the **Bachelor of Science in Tourism Management (BSTM)/ Bachelor of Science in Hospitality Management (BSHM)/ Bachelor of Science in Hotel and Restaurant Management (BSHRM) /or Bachelor of Science in Travel Management (BSTrM)** or other bachelors degree related to these fields shall first secure proper authority from the Commission in accordance with existing rules and regulations. State universities and colleges (SUCs), and local colleges and universities shall likewise strictly adhere to the provisions of this set of Policies and Standards.

## *Article III*

### **PROGRAM SPECIFICATIONS**

#### **Section 4. Degree**

The Degree programs herein shall be called the **Bachelor of Science in Tourism Management (BSTM), Bachelor of Science in Hospitality Management (BSHM), Bachelor of Science in Hotel and Restaurant Management (BSHRM), Bachelor of Science in Travel Management (BSTrM)**, or bachelor degree in other related fields.

#### **Section 5. Program Description**

The program will equip students with competencies related to the basic and core requirements as well as those associated with major and minor areas of concentration and elective courses.

## Section 6. Specific Professions/Careers/Occupations and Trades

After completion of the program, the graduates can pursue a career in the tourism industry and/or hospitality sectors. Job opportunities are the following:

### Section 6.1 Entry-level Jobs

#### A. Tourism Management Graduates

1. **Travel account representative**
2. **Tour Coordinator**
3. **Local Tourism Officer**
4. **Airline flight attendant**
5. **Tour Escort**
6. **Staff of the Department of Tourism and other tourism-oriented institutions**

#### B. Hotel and Restaurant Management Graduates

*Hotel and restaurant attendant-* applies basic techniques in performing prescribed range of specific functions in the areas of Food and Beverage, Front Office, and Housekeeping Operations as required in accommodation, food and beverages enterprises; undertakes planning and initiation of alternative approaches to skills and knowledge applications across a broad range of technical and procedural requirements.

#### **Food and Beverage Division**

##### *Kitchen department*

1. **Commis**

##### *Dining area*

2. **F&B service attendant**
3. **Bartender or bar attendant**

##### *Rooms Division*

4. **Housekeeping attendant**

##### *Front Office Division*

5. **Front Office agent/Front Desk clerk**

#### C. Travel Management Graduates

1. **Tourism information officer of local government units**
2. **Documentation officer in travel agencies**
3. **Reservation officer of travel agencies or tour operators**
4. **Ticketing officer of travel agencies or tour operators**
5. **Cashier**
6. **Bookkeeping clerk**
7. **Tour coordinator**
8. **Tour guide**
9. **Tour escort**
10. **Counter sales representative**
11. **Field sales representative**
12. **Staff of the Department of Tourism and other tourism-oriented institutions**

## Section 6.2. Advanced Office Positions

- A. Tourism Graduates
  1. **Office manager**
  2. **Owner of tourism enterprise**
  3. **Tourism consultant/adviser**
  4. **Office Manager of government offices related to tourism**

- B. Hotel and Restaurant Management Graduates

*Supervisor*-applies knowledge and skills related to the ideas, principles, concepts, basic research methods and problem-solving techniques in the operation of the accommodation, food and beverage enterprises; demonstrates the skills needed to acquire, understand and assess information from a range of sources applicable to improving efficiency in the accommodation, food and beverage operations; possesses knowledge and skills in the application of work-related technology including information, education and communication (IEC); demonstrates leadership, communication and collaborative competence; and prepares timely reports related to their area of responsibility.

1. **Banquet supervisor**
2. **Front Office Supervisor**
3. **Housekeeping Supervisor**
4. **Head Waiter**
5. **Assistant Cook**

- C. Travel Management Graduates

1. **Owner / Incorporator** of Travel Agencies, Hotels, Resorts or other Lodging Accommodations and Restaurants
2. **Office Manager** of government offices related to tourism such as
  - a. Department of Tourism & its Regional Offices
  - b. Philippine Convention & Visitors Corporation
  - c. Philippine Tourism Authority
  - d. National Economic & Development Authority
  - e. Civil Aeronautics Board
  - f. Air Transportation Office
  - g. Board of Investments
  - h. Municipal/City Tourism Office
  - i. Other related government agencies
3. **Reservation supervisor**
4. **Documentation supervisor**
5. **Ticketing supervisor**
6. **Travel consultant**
7. **Destination specialist**
8. **Travel & Tour planner**
9. **Contract & Quotation specialist**
10. **Operations manager**
11. **Inbound Tour manager**
12. **Outbound Tour manager**
13. **Provincial Tourism officer**
14. **Regional Tourism officer**

## Section 7. Allied Programs

Bachelor degree in other related fields, which are closely related to the fields of business, management, marketing and finance.

### *Article IV*

## COMPETENCY STANDARDS

### Section 8. Skill, Competencies and Qualities

The Graduates of BSTM, BSHM, BSHRM, BStrM and/or bachelor degree in other related fields shall possess the following competencies:

#### A. Five Competencies

1. **Resources:** identifies goal-relevant activities, ranks them, allocates resources
2. **Interpersonal:** works with others
3. **Information:** acquires and evaluates information
4. **Systems:** understands complex interrelationships
5. **Technology:** works with a variety of technologies

#### B. Skills and Personal Qualities

1. **Basic skills:** reads, writes, performs arithmetic and mathematical operations, listens and speaks;
2. **Thinking skills:** thinks creatively, makes decisions, solves problems, visualizes, knows how to learn and reason; and
3. **Personal qualities:** possesses a sense of responsibility, self-esteem, sociability, self-management, integrity, and honesty

### *Section 8.1 Professional Specific Competencies*

- A. Performs work activities effectively and efficiently to the standards expected in the operation required in the tourism Industry/hospitality sectors
- B. Undertakes task, functions, duties and activities in the operation of the hotels, restaurants, travel, government and non-government agencies in accordance with the competency standards
- C. Analyzes situation, identifies problems, formulates solutions and implements corrective and/or mitigating measures and action.

*Article V***CURRICULA****Section 9. Curricula Description**

This set of curricula has the following features:

1. **Common core.** All the programs share a set of common core. Under the general umbrella of Tourism, graduates of these programs possess a common set of core and specific competencies developed from the general education, business and tourism/hospitality subjects.
2. **Competency-based.** Job readiness of the graduates is the focus of the curricula. Competencies are matched with the competency standards required by of the industry based on the job positions that the graduates will eventually occupy upon graduation.
3. **Industry-driven.** Industry participated in the identification of job entry positions and development of competencies standards.
4. **Curriculum design.** Professional subjects in the first two years are procedural, and the last two years are supervisory. Implicitly, the curriculum design enables the students to leave school after completing the first two years and take on entry- level positions in accommodation, food and beverages, travel agencies, government or non-government agencies. The last two years will hone the students' supervisory competency to prepare them for supervisory positions as they progress with their careers.
5. **Orientation.** This set of policies and standards consolidates all programs in tourism, hospitality management and related fields into a rational structure with two orientations: the macro and the micro.
  - 5.1 The micro orientation pertains to the sectoral perspective. Programs with this orientation prepare the students for a career in management and/or entrepreneurship. They develop competency (knowledge, skills and attitude) necessary to manage and operate effectively, efficiently and profitably, the different enterprises in the various sectors comprising the tourism industry.
  - 5.2. The macro orientation does not address the operation of any one particular sector nor enterprise, rather the program(s) teach the students to regard tourism on an aggregate perspective and prepare them for a career in policy-making and tourism development.
6. **Flexibility.** Mindful of the ever-changing landscape within which the tourism and the hospitality sectors operate, the curricula leave room for innovation and enhancement. Schools are encouraged to think global and act local, scan their milieu, understand their clientele and develop subjects to respond to the needs of their environment.

## Section 10. Curriculum Outline

Hereunder is the outline of the curriculum for each of the three programs of study.

	Number of Units		
	BSTM	BSHRM/HM	BSTrM
General Education Courses	51	51	51
Business Core	21	21	21
Tourism Core	22	22	22
Specialized Subjects	36	36	36
Practicum/Work-integrated Learning	6	7	6
PE NSTP	(14)	(14)	(14)
<b>Total Number of Units</b>	<b>136 units</b>	<b>137 units</b>	<b>136units</b>

## Section 11. General Education Courses

**51 units**

General education and legislated courses shall follow existing requirements. The CHED Memorandum No. 04, series of 1997 (GEC-B; 51 units) is the recommended track for the BSTM/BSHM/BSHRM/BSTrM.

<i>Humanities Cluster</i>	<b>21 units</b>
Communication Arts 1	3
Communication Arts 2	3
Filipino 1	3
Filipino 2	3
Literature	3
Humanities	3
Logic	3
<i>Math, Computer and Natural Science Cluster</i>	<b>15 units</b>
Business Math	3
Basic Statistics	3
Environmental Science	3
Principles of Safety, Hygiene and Sanitation	3
Basic Computer	3
<i>Social Science Cluster</i>	<b>12 units</b>
Philippine History, Government and Constitution	3
Basic Economics	3
General Psychology	3
Cultural Anthropology	3
<i>Mandated Subject</i>	<b>3 units</b>
Life and Works of Rizal	

**Section 12. Business Core****21 units**

The core consists of the information technology in addition to the four functional areas of business.

Principles of Management	3
Principles of Marketing	3
Basic Accounting	3
Basic Finance	3
Human Behavior in Organization	3
Business Communication	3
Management Information System	3

**Section 13. Tourism Core****22 units**

The core provides fundamental concepts and operational competencies for the tourism industry and/or hospitality sectors

Principles of Tourism 1	3
Principles of Tourism 2	3
Tourism Planning and Development	3
Total Quality Management	3
Culinary Arts and Sciences	3
Entrepreneurship and Business Planning	3
Events Management	4

**Section 14. Specialized Subjects (reference attachment 1)****36 units**

The specialized subjects consist of required subjects, which will ensure that the minimum competencies for that area of specialization are acquired. The free professional subjects allow flexibility for the schools to enhance their offerings and enable them to respond to the dynamic nature of the industry.

1. Required Major subjects	18 units
2. Free Professional Subjects	18 units

**Section 15. Practicum/Work-integrated Learning****6 or 7 units**

Practicum provides opportunities to apply the classroom learning to actual work in a commercial establishment, government or non-government agencies on the field laboratory

1. Tourism	6 units
2. Hotel and Restaurant Management	7 units
3. Travel and Tour	6 units

**Section 16. Sample Program of Study**

The program of study herein is only an example. HEIs may use this sample and modify it according to their needs provided that the minimum requirements as specified in Article V, Section 10 hereof are met. (reference attachment 2).



## Section 17. Practicum Requirement (reference attachment 3)

### *Article VI*

## COURSE SPECIFICATIONS

### Section 18. Course Specification

The following course specifications are the prescribed course description for the major subjects that will ensure achieving the competencies required by the tourism industry and the hospitality sectors.

#### *Section 18.1 General Education Core*

##### A. Communication Arts 1

**Course description:** This course covers the development of communicative competence in English with emphasis on effective reading and writing and listening skills. It is designed to develop language learning strategies, effective communication techniques, and academic study skills. Lessons and activities involve development of oral and written communication skills in different social contexts, reading skills enhancement, and effective use of reference and resources.

Credits	:	3 units
Pre-requisite	:	None
No. of Hours	:	(3 hours per week) 54 hours

##### B. Communication Arts 2

**Course description:** This course is a continuation of English 1 and covers the development of advanced language skills in critical thinking and problem solving skills. It also provides training on goal setting, self-assessment and monitoring skills, time management strategies, and communicative competence for general and academic purposes. Lessons and activities include writing routine and special business letters and reports as well as oral and verbal communicative skills.

Credits	:	3 units
Pre-requisite	:	Communication Arts 1
No. of Hours	:	(3 hours per week) 54 hours

##### C. Filipino 1- Sining Ng Pakikipagtalastasan

**Course description:** Pag-aaralan ang Filipino bilang isang wikang dinamiko na gagamitin sa komunikasyong pasalita at pasulat. Lilinganin ang apat na makrong kasanayan sa pakikinig, pagsasalita, pagbasa, at pagsulat sa pamamagitan ng iba't ibang texto at kontekto.

Credits	:	3 units
Pre-requisite	:	None
No. of Hours	:	(3 hours per week) 54 hours

## D. Filipino 2-Pagbasa/Pagsulat Sa Iba't Ibang Disiplina

**Course description:** Ang kursong ito ay magbibigay focus sa pagbasa at pagsulat bilang kasangkapan sa pagkatuto. Ituturo sa kursong ito ang mga estratehiya sa pagbasa ng iba't ibang genre ng mga textong nakasulat. Lilinangin din ang mga kasanayan sa pag-unawa lalo na ang kritikal na pag-unawa, gayundin ang kasanayan sa pagsulat ng iba't ibang sulating akademik. Magiging batayang paksa ang ukol sa humanidades at agham panlipunan, at agham teknolohiya.

Credits : 3 units  
 Pre-requisite : Filipino 1  
 No. of Hours : (3 hours per week) 54 hours

## E. Literature 1

**Course description:** This course presents a survey of the World and Philippine Literature in English, from its beginning to the present with an emphasis on the different types of genres. The literature of the different regions of the World and the Philippines, whether in native or foreign languages.

Credits : 3 units  
 Pre-requisite : None  
 No. of Hours : (3 hours per week) 54 hours

## F. Humanities

**Course description:** This course aims to give the students an appreciation of the various forms of arts such as visual arts, music, performing arts, cinema, theater, architecture and literature; and the principles underlying these arts forms.

Credits : 3 units  
 Pre-requisite : None  
 No. of Hours : (3 hours per week) 54 hours

## G. Logic

**Course description:** This course presents the formal and informal types of human knowing, classical theories of knowledge, correspondence and coherence-pragmatic and intuitive.

Credits : 3 units  
 Pre-requisite : None  
 No. of Hours : (3 hours per week) 54 hours

## H. Business Math

**Course description:** This course provides students with a solid knowledge of math with emphasis on the understanding of concepts and development of manipulation skills.

It covers a review of basic arithmetic operations, sets, real number system, special products and graphs, determinants, progressions, theory of equations as applied to business problems.

Credits	:	3 units
Pre-requisite	:	None
No. of Hours	:	(3 hours per week) 54 hours

### **I. Business Statistics**

**Course description:** In this course, the students learn the basic concepts of statistics and how to use statistical methods with emphasis basically on descriptive statistics. It also deals with the fundamentals of probability, probability distributions, and the use of statistical inference such as interval estimation and testing hypothesis through chi-square and analysis of variance. Regression and correlation analysis and forecasting methods are also taken up as statistical tools in problems related to business and economics. The students also learn how to use statistical presentations as an aid to reporting information and to use computers to generate statistical presentations of data.

Credits	:	3 units
Pre-requisite	:	Business Math
No. of Hours	:	(3 hours per week) 54 hours

### **J. Environmental Science**

**Course description:** The course provides an integrated coverage of the basic concepts and principles of Ecology and the major human implications of these concepts. This involves a holistic approach in dealing with man's relationship in his environment. Included are topics on the nature of ecosystems, relations of individuals and populations, the major communities and man's impact on environment.<sup>1</sup>

This course also discusses a familiarization and orientation on the basic environmental management system, principles of environmental assessments and monitoring systems, and the Impact of Human on Environment.

Credits	:	3 units
Pre-requisite	:	None
No. of Hours	:	(3 hours per week) 54 hours

### **K. Principles Of Safety, Hygiene And Sanitation**

**Course description:** This course is designed to introduce the students to the value of safety, sanitation and hygiene principles and sound practices. It provides an orientation on the various categories of hazard such as garbage disposal procedures, pest management and accident prevention in the establishment and factors involved in food safety, to prevent outbreak of food-borne illnesses and intoxication. Using the **Hazard Analysis Critical Control Point (HACCP)** as guidelines, the students are oriented towards the proper handling of food from preparation, production to service.

Credits	:	3 units
Pre-requisite	:	None
No. of Hours	:	(3 hours per week) 54 hours

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<sup>1</sup> [magisw.addu.edu.ph/college/asp\\_files/course\\_syll.asp?cid='BIO400'](http://magisw.addu.edu.ph/college/asp_files/course_syll.asp?cid='BIO400')

## L. Basic Computer

**Course description:** This course is an introductory step to the world of computers that aims to develop understanding and skills on the importance of information technology. It also discusses the moral aspects associated with the use of computers.

It also equips students with sufficient knowledge in computer software application used on a day-to-day basis in the workplace such as word processing, worksheets, presentation and databases, which is very useful for future careers.

Credits	:	3 units
Pre-requisite	:	None
No. of Hours	:	(3 hours per week) 54 hours

## M. Philippine History With Government And Constitution

**Course description:** This course aims to give the students an understanding of the flow of ideas and events in history and to include Philippine Constitution and its evolution. It also covers the political, economic, social and cultural development of the Philippines from its beginning to the modern period.

Credits	:	3 units
Pre-requisite	:	None
No. of Hours	:	(3 hours per week) 54 hours

## N. Basic Economics

**Course description:** In this course, students learn the various economic questions, economic methods, and the market as well as basic economic concepts such as elasticity, price regulation and consumer choice. General topics include basic market analysis, consumer behavior, theory of the firm, market structures, general equilibrium, production and the firms' economic policies, market structures-monopolistic competition and oligopoly, and welfare economics.

It also covers a study of national economic issues and measures of performance. The focus is on national income accounting and determination. Students are introduced to problems pertaining to unemployment and inflation, expenditure decisions, aggregate demand management, unemployment, trade balances, income distribution, fiscal and monetary policies and the global environment (international trade, globalization of markets, foreign exchange controls, trade restrictions, regional and international trade agreements, etc).

Credits	:	3 units
Pre-requisite	:	None
No. of Hours	:	(3 hours per week) 54 hours

## O. General Psychology

**Course description:** This course presents a broad coverage of the conceptual and empirical foundations of psychology in its main fields. The discussion of the theories, concepts, and empirical findings focuses on complex human behavior; how and why we think, feel, and behave the way we do; how we act and interact with others; and why and how we become the unique individuals that we are.

Credits	:	3 units
Pre-requisite	:	None
No. of Hours	:	(3 hours per week) 54 hours

## **P. Cultural Anthropology**

**Course description:** This course is an introduction to the field of sociology and anthropology. It assumes that social and cultural forces external to individuals shape behavior. It aims to identify, understand and explain what these specific forces are and how they shape behavior with cultural communities. This course will introduce to this discipline examining the history, the work of its early and contemporary contributors, essential concepts, research methods, theory and application with the end of equipping the students with the tools to understand and analyze the issues that affect Philippine society and the rest of the world.

Credits	:	3 units
Pre-requisite	:	None
No. of Hours	:	(3 hours per week) 54 hours

## **Q. Life And Works Of Rizal**

**Course description:** In this course, students learn the significance of the life and writings of Jose Rizal on the life of the Filipino people. It aims to provide the students with an in-depth appreciation of Rizal's relevance to the emergence of Filipino nationhood.

Credits	:	3 units
Pre-requisite	:	None
No. of Hours	:	(3 hours per week) 54 hours

## **Section 18.2 Business Core**

### **A. Principles Of Management**

**Course description:** This course is an introductory course in Management exposing the students to the basic expose of infinity. The emphasis would be in the major function of planning, organizing, staffing, directing, and controlling as they apply to day-to-day business activity. An orientation towards hospitality industry and the importance of human resource development is incorporated into the discussion.

Credits	:	3 units
Pre-requisite	:	None
No. of Hours	:	(3 hours per week) 54 hours

### **B. Principles Of Marketing**

**Course description:** In this course, the students learn about the design, development, implementation and evaluation of comprehensive marketing plan; product analysis; market analysis; market positioning strategies; goal strategies; program formulation; marketing tactics and practices; decision-making in terms of product, place, price and channel or distribution; mixers for tourism attraction and service.

Credits	:	3 units
Pre-requisite	:	None
No. of Hours	:	(3 hours per week) 54 hours

### **C. Basic Accounting**

**Course description:** This course introduces the students to the principles of accounting, interpretation and analysis of financial statements. Students are expected to make inferences based on ratio analysis in problems relating to financial condition of the tourism/hospitality enterprise.

Credits	:	3 units
Pre-requisite	:	None
No. of Hours	:	(3 hours per week) 54 hours

### **D. Basic Finance**

**Course description:** This course presents the principles of financial management for short and long-term planning that includes topics relevant to decision-making and essential to the financial condition of the enterprise. Topics include cash flow, management, budgeting, capital budgeting, and concept of interest.

Credits	:	3 units
Pre-requisite	:	None
No. of Hours	:	(3 hours per week) 54 hours

### **D. Business Communication**

**Course description:** This course covers the different types of communication used in business transaction including oral and written forms. Formal styles of communication and the use of technology in communication are also covered in the course.

Credits	:	3 units
Pre-requisite	:	Communication Arts 1 and 2
No. of Hours	:	(3 hours per week) 54 hours

### **E. Human Behavior in Organization**

**Course Description:** This course introduces the students to the factors affecting the behavior of individuals and groups in an organization. Various theories and models of organization, work group behavior, motivation in life and work, and human relations among others are discussed and related to organizational practices and phenomena.

Credits	:	3 units
Pre-requisite	:	None
No. of Hours	:	(3 hours per week) 54 hours

## F. Management Information System

**Course description:** This course provides an overview of the elements of Management Information Systems in general and hospitality/tourism in particular covering technology to develop student's knowledge of hardware, software, communication technology, database concepts and types of computer configurations currently used in the hospitality/tourism industry.

Credits	:	3 units
Pre-requisite	:	None
No. of Hours	:	54 hours

### *Section 18.3 Tourism Core*

#### A. Principles Of Tourism 1 (Introduction To Tourism Theory)

**Course description:** This course provides an introduction to the study of tourism, where tourism is examined from the perspectives of a phenomenon, an industry and as a field of study or research. As a phenomenon, the major factors that contribute to its development, growth and decline both in the world and in the Philippines are analyzed. As an industry, the course looks at the various sectors that comprise the tourism system and how they interact with each other. As a field of research, major tourism theories are introduced. Basic definitions and concepts relating to tourism's political, environmental, economic and cultural impacts are also discussed.

Credits	:	3 units
Pre-requisite	:	None
No. of Hours	:	(3 hours per week) 54 hours

#### **Course objectives**

By the end of this course, the students should be able to:

- define tourism and related terms
- explain in detail fundamental concepts relating to the determinants of tourism development
- explain people's motivations for traveling
- identify the components of the tourism system
- understand how tourism may affect destinations

#### **Course content**

- Basic definitions
- The study of tourism - disciplinary approaches
- History of tourism
- Tourism systems
- Introduction to tourism sectors
- Forms of tourism
- Types of tourists
- International and domestic trends
- Motivations and desires to travel
- Tourist and host behavior
- Interrelationship of tourism and society, environment, economy and politics.

## B. Principles of Tourism 2 (Tourism Industry Overview)

**Course description:** This course presents a comprehensive survey of the major players that comprise the tourism industry and how they relate with each other. The nature and distinctive aspects of tourism are discussed and linked to specific business strategies. The major sectors (business, government, and voluntary organizations, etc.) are defined and classified. The commercial sectors are examined in terms of typical organizational structures and major functions of divisions within the structure are described. Impacts of macro-environmental trends and events on each sector are examined. The course also identifies the employment opportunities available in each sector and the corresponding qualifications for the jobs.

Credits	:	3 units
Pre-requisite	:	Principles of Tourism I
No. of Hours	:	(3 hours per week) 54 hours

### Course objective

By the end of this course, the students should be able to:

- appreciate the nature of the tourism industry and tourism product
- identify the various sectors that comprise the tourism industry and the role played by each sector in the production, distribution and delivery of tourism goods and services
- distinguish the various classifications of each sector and corresponding standards
- understand the typical organizational structure of main tourism business entities and the functions of the relevant divisions within the structure
- understand the impact of macro-environmental trends on the operations of tourism businesses
- have an understanding of career options in the tourism industry

### Course content:

- The nature of tourism as an industry
- The tourism product: service and the experience economy
- The tourism industry sectors (definitions, structure, functions and classifications)
  - a. Transport and aviation
  - b. Cruise industry
  - c. Food, beverage and accommodation
  - d. Tourist attractions and theme parks
  - e. Resort
  - f. Gaming industry
  - g. Tour operators
  - h. Travel agencies
  - i. Tour guides
  - j. Support industries
  - k. Government sector
  - l. Voluntary sector
  - m. Education sector
- Impact of current events and trends on tourism
- Employment opportunities and qualifications

## C. Tourism Planning And Development

**Course description:** This course presents an overview of the tourism planning process, contemporary models of tourism planning and development (with emphasis on sustainable



tourism principles), various levels of tourism planning and the roles and responsibilities of stakeholders such as government, industry, non-governmental organizations, and local communities. Discussions will also be made on the impact of the General Agreement on Trade and Services (GATS) on Philippine tourism. The subject explores the effect of legislation and government policies on tourism development at the national and local levels. Methods for soliciting local participation in tourism planning are also taken up. The impacts of tourism on the natural environment, local and regional economies and on local communities are discussed as well as mitigating strategies. Case studies in the Philippines are emphasized. The subject may include a field trip component.

Credits	:	3 units
Pre-requisite	:	Principles of Tourism 1 and Principles of Tourism 2
No. of Hours	:	(3 hours per week) 54 hours

### **Course objectives**

By the end of this course, students should be able to:

- understand the nature of and imperative for tourism planning, the various levels of and the processes involved in tourism planning
- gain knowledge of tourism planning traditions, with emphasis on sustainable principles and practices
- develop an understanding of the various roles played by stakeholders in tourism
- appreciate the impact of macro-environmental forces on tourism planning and development (e.g. security and health issues, technology, politics)
- know the impacts of GATS on tourism development
- develop an understanding of current management practices to minimize the negative impacts of tourism
- apply the principle of Tourism planning and development in the analysis of case studies

### **Course content :**

- The nature and scope of the planning process
- The evolution of tourism planning: tourism planning traditions
  - a. Boosterism
  - b. Industry-oriented planning
  - c. Environment-based planning (carrying capacity)
  - d. Community-based planning
  - e. Sustainable approach
- Issues in tourism development; assessing tourism's impacts
- Managing and mitigating tourism negative impacts
- GATS and its impact on tourism development
- Public participation approaches
- Tourism planning and development and models at international, national and destination levels
- Tourism related legislation
- Co-operation and networks for tourism

## **D. Entrepreneurship and Business Planning**

**Course description:** This course deals with the identification of opportunities and market for hospitality/tourism ventures. Students follow the outline of a feasibility study that includes technical, legal, marketing, and financial aspects of developing an enterprise.

Credits	:	3 units
Pre-requisite	:	None
No. of Hours	:	54 hours

### **Course Objectives:**

At the end of the semester, the students should be able to:

1. Prepare a simple feasibility study on a product or service.
2. Defend this product or service feasibility study in class.

## **E. Total Quality Management**

**Course description:** This course aims to enable participants to recognize and assess quality management processes in a hospitality and tourism organization and to evaluate departmental processes and planning strategies.

Credits	:	3 units
Pre-requisite	:	None
No. of Hours	:	(3 hours per week) 54 hours

### **Course objectives**

By the end of this course, students should be able to:

- Understand and apply the concepts of TQM
- Explain the need for the application of TQM process to a department within a hotel/restaurant establishment
- Identify departmental Key Performance Indicators (KPI's) and their relationship to continuous improvement
- Explain the key TQM required for successful change management

### **Course content:**

- Concept and Terminology of TQM
  - a. Definition of TQM
  - b. Common Element of TQM
  - c. Terminology
- Vision and Reality-Bridging the Gap
- Constructive and Critical Personal Reflection
  - a. Proposed Quality
  - b. Self Assessment
  - c. Peers Assessment
- Seeking Practical Feedback for Supervisors
- Continuing Improvement
  - a. Deming's Philosophy
  - b. Developing a personal management philosophy
  - c. Personal Development Plan

## **F. Culinary Arts And Sciences**

**Course description:** This course aims to provide the students with practical and theoretical knowledge about basic culinary, basic food preparation and food presentation. It also

provides the opportunity to apply the theoretical knowledge into practices commonly found in an operational environment.

Credits	:	3 units
Pre-requisite	:	None
No. of Hours	:	(3 hours per week) 54 hours

### **Course objectives**

By the end of this course, students should be able to:

- Carry out basic “mise en place”
- Understand and apply basic food preparations
- Use basic cooking methods
- Prepare and store soups, stocks and glazes, and sauces
- Prepare, handle, present and store meat and poultry
- Maintain efficient and effective work practices

### **Course content**

- Mise en Place
- Food Preparation
- Storage of Food Products
- Food Infection and Intoxication
- Hygiene and Cleanliness
- Methods and Techniques of Cooking
- Stocks, Sauces and Soups
- Eggs, Vegetables, and Farinaceous Products
- Poultry and Meat Buttery and Cooking
- Product Knowledge
- Occupational Health and Safety

## **G. Events Management**

**Course description:** This course examines the principles of conceptualizing, planning, managing and evaluating meetings, and events and festivals management. Topics include the significance of conventions and events in tourism, event design, project management, methods and evaluation, physical requirements, organizing, promotion and sponsorship. An integration course that applies all the principles of conceptualization or management is recommended to be taken up in the terminal year, whether first or second semester.

Credits	:	4 units
Pre-requisite	:	All Business Core and Tourism Core
No. of Hours	:	(3 hours per week) 54 hours

### **Course objectives**

By the end of this course, the students will be able to:

- gain an understanding of the event industry as a sector of tourism

- acquire knowledge and skills that will enable them to effectively conceptualize, plan, budget, schedule, allocate resources, form project teams, understand team dynamics, promote, design program, and monitor the progress of an event
- carry out a class-organized event project

### **Course content**

- The significance of the events, conventions and meetings market: global and Philippine perspectives
- The event markets and professional event organizers
- Conceptualization and ; trends
- Organizing for events: committees and functions
- Developing a marketing plan for events, conventions and meetings
- Event sponsorship solicitation
- Programming principles
- Physical and technical arrangements
- Stage design
- Registration and secretariat
- Evaluation and control

### ***Section 18.4. Required Major Subjects (reference: attachment 4)***

### ***Section 18.5. Free Professional Subjects (reference: attachment 5)***

## *Article VII*

### OTHER REQUIREMENTS

#### **Section 19. Program Administration**

The minimum qualifications of the head of the unit that implements the degree program are the following:

#### ***Section 19.1 Minimum Qualifications of the Dean or Department Chair***

The Dean or Department Chair of the program should possess the following minimum qualifications:

- A. Master's degree in business, management or related field and an undergraduate degree in Tourism/Hotel and Restaurant/Hospitality Management/Travel Management.
- B. Teaching experience of at least five (5) years at the tertiary level.
- C. At least five (5) years experience in administrative or supervisory capacity in an educational institution or a business enterprise.
- D. Completed a skills-based competency training course, seminar or workshop
- E. An active member of a hospitality-related professional /educational association

### *Section 19.2 Functions and Responsibilities of the Dean or Departmental Chair*

The general functions and responsibilities of the Dean or Department Chair of the Programs are:

- A. To exercise academic leadership among the faculty;
- B. To adopt curricular programs attuned to current trends and developments in education and to practices of the profession;
- C. To maintain linkages with relevant industry and academic entities or organizations;
- D. To promote research and scholarly pursuits.

## **Section 20. Faculty**

### *Section 20.1 Minimum Qualifications of Faculty*

The minimum qualification of the faculty members should be the following:

- A. Masters Degree in Business and Management or business-related fields; and
- B. Degree in Tourism/Hospitality Management/HRM/Travel Management or related fields either in the undergraduate or the graduate studies; *or three (3) years of professional experience in the field of specialization of the industry.*

### *Section 20.2 Load*

- A. Faculty members should be assigned to teach courses only in their field of specialization.
- B. The maximum total load of a regular full-time faculty member is twenty-four (24) units per term. In meritorious cases, an overload of three (3) units may be allowed. In all cases a maximum load of twenty-seven (27) units should be observed.
- C. The maximum load covers all teaching assignments in all schools the faculty is connected with.
- D. Faculty members teaching in more than one school must give formal notice of their teaching assignment in all schools concerned.
- E. Government employees who serve as part-time instructors in a particular school may be given a maximum teaching load of nine (9) units, subject to government approval.
- F. Faculty members should not be assigned to teach more than four (4) different preparations in any one term.
- G. The publication of a faculty manual for the purpose of formalizing faculty policies and standards is required.

## **Section 21. Faculty/Staff Development**

The HEI must have a system of faculty and staff development. It should encourage the faculty to:

- 21.1 Pursue graduate studies
- 21.2 Attend seminars, symposia and conferences for continuing education
- 21.3 Undertake research activities and publish their research output
- 21.4 Give lectures and present papers in national, international conferences, symposia and seminars

## Section 22. **Library**

Universities and colleges offering BSTM, BSHM, BSHRM, and/or BStrM and related fields should have library resources that are relevant and adequate in terms of quality and quantity; helpful in serving the needs of scholarship and research; and progressively developing and growing in accordance with the institutional developmental plans.

### 22.1 Library Personnel

#### A. Qualifications of Head Librarian:

1. Registered Librarian;
2. At least a masters degree;
3. Appropriate or relevant professional training

#### B. Number of library staff

1. At least one full time professional librarian for every 500 students
2. A ratio of 1 librarian to 2 staff/clerk

### 22.2 Library Collection

#### A. Basic Collection

1. 3,000 volumes for start-up school (50% of the holdings should be distinct titles)
2. A total of not less than 5,000 volumes after two years of operation (50% of the holdings should be distinct titles)
3. Basic collections should include: General References, Cultural, Filipiniana, Humanities, Social Science, Science and Technology and General Education courses should have at least five (5) titles per course

#### B. Professional Holdings

1. At least five (5) titles per professional course published within five (5) years.

#### C. Periodical Collection

1. In addition to reference books, the library shall maintain a regular annual subscription to at least two (2) international and two (2) local appropriate professional publications such as Journals and Bibliographies. The school is encouraged to subscribe to Magazines, Newspapers, Monographs and other periodicals.

#### D. Library Space

1. The library should accommodate at least fifteen (15%) percent of the total enrolment at any one time

#### E. Non-Print Materials

1. The library should be able to provide non-print materials such as updated CDRoms, Internet Access, etc.

Section 23. There should be a universally accepted library classification system with card catalogues or a computer-based system. The open-shelf system is encouraged.

Section 24. The library should be conveniently located and open at reasonable hours for use of faculty and students.

### **Section 25. Facilities and Equipment**

Colleges and universities offering BSTM, BSHRM or BStrM should provide adequate physical facilities for said courses. All institutions should maintain a campus conducive to promote the quality of their graduates. Support services such as health and placement services may be shared with other units of the school.

### **Section 26. Classroom Requirement**

- A. For lecture classes, ideal size is 35 students per class, maximum is 50.
- B. For laboratory and research classes, should not be more than 25 students.
- C. Special lectures with class size more than 50 may be allowed as long as the attendant facilities are provided.

### **Section 27. Laboratory Requirement**

- A. Laboratories should conform to existing requirements as specified by law (RA 6541, “The National Building Code of the Philippines” and Presidential Decree 856, “Code of Sanitation of the Philippines).
- B. Colleges and universities offering BSHRM and BSHM should comply with the Minimum Requirements for Kitchen Laboratories: Facilities, Equipment and Appliances provided for by CMO no. 31, s. 2001- Minimum Curricular Requirements for BS in Hospitality Management and the 25 Minimum Cocktail Recipes for Bar and Beverages.

### **Section 28. Physical Facilities**

Universities and colleges offering BSTM, BSHM, BSHRM, and/or BStrM and related fields should provide adequate physical facilities for their courses in accordance with the following elements found in the eight (8<sup>th</sup>) edition of the Manual of Regulation (MOR) for private schools; Batas Pambansa Blg. 232, “ The Education Act of 1982; Republic Act (RA) 8981, “ PRC Modernization Act of 2000”, RA 6541, “The National Building Code of the Philippines”, Presidential Decree 856, “ The Code of Sanitation of the Philippines” , the laws governing various profession and CHED Issuances.

Section 29. All institutions should maintain a campus conducive to promote the quality of its graduates.

Section 30. Facilities for support services such as health, guidance and employment placement services maybe shared with other units of the school.

### **Section 31. Admission, Retention, Residence and Graduation Requirements**

HEIs may formulate the admission, retention, residence and graduation requirements for their programs and it will be governed by the institution's policy on the program.

Section 32. As a general rule, transfer of student shall be governed by the institutional policy on residence and transfer.

Section 33. For students who go on leave, re-admission to the program will be subject to the school's re-admission policies.

Section 34. **Research**

The institution should undertake research in BST/BSHRM/BSHM/BSTrM and other related fields and should have a competent and qualified research staff.

Section 35. The administration should encourage and support research among its students and faculty and promote the utilization of research findings. Publication of research output should be undertaken in an in-house journal or other academic journals.

Section 36. **Repealing Clause**

All pertinent rules and regulations or parts thereof that are inconsistent with the provisions of this policy are hereby repealed or modified accordingly.

Section 37. **Effectivity Clause.**

These policies and standards for Bachelor of Science in Tourism, Hotel and Restaurant Management, Hospitality Management and Travel Management shall be effective first semester of school year 2007-2008.

Section 38. **Transitory Provision**

HEIs with existing program offerings in Bachelor of Science in Tourism Management, Hotel and Restaurant Management, Hospitality Management and Travel Management shall be given a 3-year grace period to comply with these policies and standards. HEIs who decide not to comply with these standards and realign their existing programs to the business and management must rename their programs with more appropriate terms descriptive of the nature of their programs.

**SO ORDERED.**

Pasig, Philippines, June 28, 2006

For the Commission:

**SGD. CARLITO S. PUNO, DPA**  
Chairman



**Attachment 1**

	<b>BSTM</b>	<b>BSHRM/BSHM</b>	<b>BSTrM</b>
<b>REQUIRED MAJOR SUBJECTS</b> ( 3 units each)	<ul style="list-style-type: none"> <li>❖ World Tourism</li> <li>❖ Philippine Tourism or Domestic Tourism</li> <li>❖ Ecotourism</li> <li>❖ Tourism Marketing</li> <li>❖ Tourism Research Methods and Techniques</li> <li>❖ Tourism Impacts and Sustainability</li> </ul>	<ul style="list-style-type: none"> <li>❖ Banquet, Function and Catering Services Procedures</li> <li>❖ Food and Beverage Service Procedures</li> <li>❖ Front Office Procedures</li> <li>❖ Housekeeping Procedures</li> <li>❖ Rooms Division Management and Control System</li> <li>❖ Food and Beverage Control System</li> </ul>	<ul style="list-style-type: none"> <li>❖ World Tourism Geography and Culture</li> <li>❖ Philippine Tourism Geography and Culture</li> <li>❖ International and Domestic Tour Planning, Packaging and Pricing</li> <li>❖ Air, Sea and Land Travel Sales and Management 1</li> <li>❖ E-Commerce, the Internet and the Global Distribution Systems</li> <li>❖ Travel Management</li> </ul>
<b>SUGGESTED FREE PROFESSIONAL/ELECTIVES/ SUBJECTS</b> (3 units each)	<ul style="list-style-type: none"> <li>❖ Information Technology in Tourism</li> <li>❖ Transportation Management</li> <li>❖ Travel Agency Management and Operations</li> <li>❖ Resort Management</li> <li>❖ Cruise Sales and Management</li> <li>❖ Entrepreneurship in Tourism</li> <li>❖ Environmental Conservation for Tourism</li> <li>❖ Heritage Tourism</li> </ul>	<ul style="list-style-type: none"> <li>❖ Asian Cuisine 1 and 2 – Culinary</li> <li>❖ Western Cuisine – International/Classical Cuisine or Culinary</li> <li>❖ Banquet &amp; Catering Management</li> <li>❖ Hospitality Organizational Management</li> <li>❖ Hospitality Operational Management</li> <li>❖ Convention Management</li> <li>❖ Leisure, Sports and Recreation Management</li> </ul>	<ul style="list-style-type: none"> <li>❖ Air, Sea and Land Travel Sales and Management 2</li> <li>❖ Travel Accounting</li> <li>❖ Travel Documentation</li> <li>❖ Tour Guiding and Escorting</li> <li>❖ Tourism Laws, Legal Responsibilities and Taxation</li> <li>❖ Corporate Travel Management</li> <li>❖ Product Development</li> <li>❖ Ecotourism</li> <li>❖ Foreign Language Proficiency</li> </ul>

**Attachment 2****SAMPLE PROGRAM BACHELOR OF SCIENCE IN TOURISM MANAGEMENT****First Year**

<b>Semester 1</b>	<b>Lecture</b>	<b>Laboratory</b>	<b>Units</b>
Communication Arts 1	3		3
Filipino 1	3		3
Principles of Safety, Hygiene and Sanitation	3		3
Principles of Tourism 1*	3		3
Literature	3		3
Business Math	3		3
Environmental Science	3		3
PE 1	(2)		(2)
NSTP 1	(3)		(3)
<b>Total</b>	<b>21</b>		<b>21</b>

<b>Semester 2</b>	<b>Lecture</b>	<b>Laboratory</b>	<b>Units</b>
Communication Arts 2	3		3
Filipino 2	3		3
Logic	3		3
Principles of Tourism 2*	3		3
Culinary Arts and Sciences*	3		3
Business Computer	3		3
Humanities	3		3
PE 2	(2)		(2)
NSTP 2	(3)		(3)
<b>Total</b>	<b>21</b>		<b>21</b>

**Second Year**

<b>Semester 1</b>	<b>Lecture</b>	<b>Laboratory</b>	<b>Units</b>
Total Quality Management*	3		3
Philippine Tourism **	3		3
World Tourism**	3		3
Basic Statistics	3		3
Principles of Management	3		3
Tourism Planning and Development*	3		3
Human Behavior in Organization	3		3
PE 3	(2)		(2)
<b>Total</b>	<b>21</b>		<b>21</b>

<b>Semester 2</b>			
Cultural Anthropology (with indigenous peoples)	3		3
Entrepreneurship and Business Planning	3		3
Principles of Marketing	3		3
Basic Finance	3		3
Tourism Marketing**	3		3
Business Communication	3		3
PE 4	(2)		(2)
<b>Total</b>	<b>18</b>		<b>18</b>

**Summer**

Practicum	3		3
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**Third Year**

<b>Semester 1</b>	<b>Lecture</b>	<b>Laboratory</b>	<b>Units</b>
Ecotourism**	3		3
General Psychology	3		3
Management Information System	3		3
Basic Accounting	3		3
Professional Elective***	3		3
Professional Elective***	3		3
<b>Total</b>	<b>18</b>		<b>18</b>

<b>Semester 2</b>			
Philippine History, Government and Constitution	3		3
Tourism Research Methods and Techniques**	3		3
Tourism Impacts and Sustainability**	3		3
Basic Economics	3		3
Professional Elective***	3		3
Professional Elective***	3		3
<b>Total</b>	<b>18</b>		<b>18</b>

**Fourth Year**

<b>Semester 1</b>	<b>Lecture</b>	<b>Laboratory</b>	<b>Units</b>
Practicum	3		3
Professional Elective***	3		3
Professional Elective***	3		3
<b>Total</b>	<b>9</b>		<b>9</b>

<b>Semester 2</b>			
Events Management*	4		4
Life & Work of Rizal	3		3
<b>Total</b>	<b>7</b>		<b>7</b>
<b>Total Number of Units</b>	<b>136</b>		<b>136</b>

\*Tourism/Hospitality Core

\*\* Required Professional subjects

\*\*\*Free Professional subjects

## SAMPLE PROGRAM FOR BACHELOR OF SCIENCE IN HOTEL AND RESTAURANT MANAGEMENT

### First Year

<b>Semester 1</b>	<b>Lecture</b>	<b>Laboratory</b>	<b>Units</b>
Communication Arts 1	3		3
Filipino 1	3		3
Principles of Safety, Hygiene and Sanitation	3		3
Principles of Tourism 1*	3		3
Literature	3		3
Business Math	3		3
Environmental Science	3		3
PE 1	(2)		(2)
NSTP 1	(3)		(3)
<b>Total</b>	<b>21</b>		<b>21</b>

<b>Semester 2</b>	<b>Lecture</b>	<b>Laboratory</b>	<b>Units</b>
Communication Arts 2	3		3
Filipino 2	3		3
Logic	3		3
Principles of Tourism 2*	3		3
Culinary Arts and Sciences*	3		3
Business Computer	3		3
Humanities	3		3
PE 2	(2)		(2)
NSTP 2	(3)		(3)
<b>Total</b>	<b>21</b>		<b>21</b>

### Second Year

<b>Semester 1</b>	<b>Lecture</b>	<b>Laboratory</b>	<b>Units</b>
Total Quality Management*	3		3
Banquet, Function and Catering Services Procedures **	3		3
Food and Beverage Service Procedures**	3		3
Basic Statistics	3		3
Principles of Management	3		3
Tourism Planning and Development*	3		3
Human Behavior in Organization	3		3
PE 3	(2)		(2)
<b>Total</b>	<b>21</b>		<b>21</b>

<b>Semester 2</b>	<b>Lecture</b>	<b>Laboratory</b>	<b>Units</b>
Cultural anthropology (with indigenous people)	3		3
Entrepreneurship and Business Planning	3		3
Principles of Marketing	3		3
Basic Finance	3		3
Housekeeping Procedures**	3		3
Business Communication	3		3
PE 4	(2)		(2)
<b>Total</b>	<b>18</b>		<b>18</b>

**Summer**

Practicum	4		4
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**Third Year**

<b>Semester 1</b>	<b>Lecture</b>	<b>Laboratory</b>	<b>Units</b>
Front Office Procedures**	3		3
General Psychology	3		3
Management Information System	3		3
Basic Accounting	3		3
Professional Elective***	3		3
Professional Elective***	3		3
<b>Total</b>	<b>18</b>		<b>18</b>

<b>Semester 2</b>			
Philippine History, Government and Constitution	3		3
Rooms Division Management and Control System**	3		3
Basic Economics	3		3
Food and Beverage Control System**	3		3
Professional Elective***	3		3
Professional Elective***	3		3
<b>Total</b>	<b>18</b>		<b>18</b>

**Fourth Year**

<b>Semester 1</b>	<b>Lecture</b>	<b>Laboratory</b>	<b>Units</b>
Practicum	3		3
Professional Elective***	3		3
Professional Elective***	3		3
<b>Total</b>	<b>10</b>		<b>10</b>

<b>Semester 2</b>			
Events Management*	4		4
Life & Work of Rizal	3		3
<b>Total</b>	<b>7</b>		<b>7</b>
<b>Total Number of Units</b>	<b>137</b>		<b>137</b>

\*Tourism/Hospitality Core

\*\* Required Professional subjects

\*\*\* Free Electives

**SAMPLE PROGRAM FOR BACHELOR OF SCIENCE IN TRAVEL MANAGEMENT****First Year**

<b>Semester 1</b>	<b>Lecture</b>	<b>Laboratory</b>	<b>Units</b>
Communication Arts 1	3		3
Filipino 1	3		3
Principles of Safety, Hygiene and Sanitation	3		3
Principles of Tourism 1*	3		3
Literature	3		3
Business Math	3		3
Environmental Science	3		3
PE 1	(2)		(2)
NSTP 1	(3)		(3)
<b>Total</b>	<b>21</b>		<b>21</b>

<b>Semester 2</b>	<b>Lecture</b>	<b>Laboratory</b>	<b>Units</b>
Communication Arts 2	3		3
Filipino 2	3		3
Logic	3		3
Principles of Tourism 2*	3		3
Culinary Arts and Sciences*	3		3
Business Computer	3		3
Humanities	3		3
PE 2	(2)		(2)
NSTP 2	(3)		(3)
<b>Total</b>	<b>21</b>		<b>21</b>

**Second Year**

<b>Semester 1</b>	<b>Lecture</b>	<b>Laboratory</b>	<b>Units</b>
Total Quality Management*	3		3
World Tourism Geography and Culture **	3		3
Philippine Tourism Geography and Culture**	3		3
Basic Statistics	3		3
Principles of Management	3		3
Tourism Planning and Development*	3		3
Human Behavior in Organization	2		2
PE 3	(2)		(2)
<b>Total</b>	<b>21</b>		<b>21</b>

<b>Semester 2</b>	<b>Lecture</b>	<b>Laboratory</b>	<b>Units</b>
Cultural anthropology (with indigenous people)	3		3
Entrepreneurship and Business Planning	3		3
Principles of Marketing	3		3
Basic Finance	3		3
International and Domestic Tour Planning, Packaging and Pricing**	3		3
Business Communication	3		3
PE 4	(2)		(2)
<b>Total</b>	<b>18</b>		<b>18</b>

**Summer**

Practicum	3		3
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**Third Year**

<b>Semester 1</b>	<b>Lecture</b>	<b>Laboratory</b>	<b>Units</b>
Air, Sea and Land Travel Sales and Management**	3		3
General Psychology	3		3
Management Information System	3		3
Basic Accounting	3		3
Professional Elective***	3		3
Professional Elective***	3		3
<b>Total</b>	<b>18</b>		<b>18</b>

<b>Semester 2</b>	<b>Lecture</b>	<b>Laboratory</b>	<b>Units</b>
Philippine History, Government and Constitution	3		3
E-Commerce, the Internet and the Global Distribution System**	3		3
Travel Management	3		3
Basic Economics	3		3
Professional Elective***	3		3
Professional Elective***	3		3
<b>Total</b>	<b>18</b>		<b>18</b>

**Fourth Year**

<b>Semester 1</b>	<b>Lecture</b>	<b>Laboratory</b>	<b>Units</b>
Practicum	3		3
Professional Elective***	3		3
Professional Elective***	3		3
<b>Total</b>	<b>9</b>		<b>9</b>

<b>Semester 2</b>			
Events Management*	4		4
Life & Work of Rizal	3		3
Professional Elective***	3		3
<b>Total</b>	<b>10</b>		<b>10</b>
<b>Total Number of Units</b>	<b>136</b>		<b>136</b>

\*Tourism/Hospitality Core

\*\* Required Professional subjects

\*\*\* Free Electives

**Attachment 3 PROPOSED PRACTICUM PROGRAMS****BS TOURISM MANAGEMENT**

(BSTM)

**360 hours = 6 units**

<b>Practicum (360 hours/6 units)</b>	
<p>I. Training</p> <ul style="list-style-type: none"> <li>• national tourism agency</li> <li>• local government tourism offices</li> <li>• non-governmental organizations</li> </ul>	<p>Expected to have developed knowledge and competencies in at least five (5) of the following:</p> <ul style="list-style-type: none"> <li>➤ Organizing events such as festivals, conventions, meetings and travel shows</li> <li>➤ Tourism product conceptualization and development (familiarity with sustainable tourism principles and practices)</li> <li>➤ Building regulations and standards</li> <li>➤ Site planning regulation and standards</li> <li>➤ Designing and disseminating information materials (paper-based and electronic media)</li> <li>➤ Formulating workable tourism market plan</li> <li>➤ Tourism policy and plan formulation relating to development strategies, investments, accreditation, business regulation, taxation, procurement and procedures</li> <li>➤ Structures and relationships among various political entities involved in tourism planning and development</li> <li>➤ Tourism related legislation</li> <li>➤ Monitoring and evaluating tourism projects through statistics gathering and research</li> <li>➤ Partnership building and fundraising: liaising and coordinating with private sector, civil society and government agencies</li> <li>➤ Community organizing and networking</li> <li>➤ Business communication skills and telephone courtesy</li> <li>➤ Business etiquette</li> </ul>



**BS HOTEL AND RESTAURANT MANAGEMENT  
(BSHRM)  
420 hours = 7 units**

Practicum I ( 240 hrs/4 units)	Practicum II ( 180 hours/3 units)
<p>I. Housekeeping ( 100 hours)</p> <ul style="list-style-type: none"> <li>• Laundry</li> <li>• Linen</li> <li>• Public Area</li> <li>• Rooms/floor division</li> </ul> <p>II. Food and Beverages Operations (140 hours)</p> <ul style="list-style-type: none"> <li>• Banquet</li> <li>• Kitchen</li> <li>• Room Service</li> <li>• Outlet</li> <li>• Bar</li> <li>• Steward</li> <li>• Restaurant</li> </ul>	<p>I. Front Office</p> <ul style="list-style-type: none"> <li>• Reservation</li> <li>• Reception</li> <li>• Grand Tour Coordinator</li> <li>• Telephone Operator</li> <li>• Bell Service</li> <li>• Concierge</li> <li>• Business Center</li> <li>• Fitness Center</li> <li>• Airport Representative</li> <li>• Transport Representative</li> </ul> <p>***Public Relation ***Sales and Marketing ***Accounting ***Purchasing ***Human Resource</p>

\*\*\* Free division /program

**BS TRAVEL MANAGEMENT**  
(BSTRM)  
**360 hours = 6 units**

Practicum I ( 180 hours/3 units)	Practicum II ( 180 hours/ 3 units)
<p>I. Outbound Travel</p> <ol style="list-style-type: none"> <li>1. Airline Reservation <ul style="list-style-type: none"> <li>• Booking Procedure</li> <li>• Airline Code</li> <li>• How to use OAG</li> <li>• Computerized Reservations</li> </ul> </li> <li>2. Travel Documentation <ul style="list-style-type: none"> <li>• Passport and Travel documents</li> <li>• Visa Requirements</li> <li>• Immigration Docs.</li> </ul> </li> <li>3. Airline Ticketing <ul style="list-style-type: none"> <li>• Ticket Preparation</li> <li>• Payment and Reporting Procedure</li> <li>• Refund Procedures</li> </ul> </li> <li>4. License and Tax for Travel Industry</li> <li>5. Accounting procedures</li> <li>6. Itinerary planning, packaging and pricing</li> <li>7. Marketing and selling tours</li> </ol>	<p>II. Inbound and Domestic Tours</p> <ol style="list-style-type: none"> <li>1. Itinerary Tour Planning <ul style="list-style-type: none"> <li>• Packaging and Pricing</li> </ul> </li> <li>2. Hotel/Transportation/Restaurant/Tour Attraction Procedures</li> <li>3. Tour Marketing and Sales</li> <li>4. Destination, Promotion and Advertising</li> <li>5. Post Tour Analysis</li> </ol> <p>Financial Management</p>

## ***Attachment 4***

### **REQUIRED SUBJECTS FOR BSTM**

#### **World Tourism**

This course presents a comprehensive survey of the tourist destination in the world. Major discussions will be on international documentation, visa requirements, health and safety issues, geographical characteristics, access routes, major attractions, gastronomy and distinctive cultural attributes of major tourist destination countries, international organizations relating to tourism and their major functions. May include trip to an overseas destination.

Credits	:	3 units
Pre-requisite	:	Principles of Tourism I and II
No. of Hours	:	(3 hours per week) 54 hours

#### **Course objectives**

By the end of the course, students should be able to:

1. identify the location of continents and countries in relation to other countries and regions of the world on a blank map;
2. name and describe major attractions in each country;
3. appreciate the touristic value of major tourist destinations;
4. understand the process and legal requirements of traveling in foreign countries;
5. realize the cultural differences and similarities among the peoples of the world;
6. enhance their research and presentation skills

#### **Course content**

1. International tourism trends
2. Visa regulations; access routes; major attractions; cultural and geographic characteristics of the following:
3. China, Japan and Korea
4. Southeast Asia: Thailand, Malaysia, Singapore, Indonesia
5. Australia and New Zealand
6. United States, Canada and Mexico
7. Selected Latin American countries
8. Western Europe; France, Italy, Spain, UK
9. The Middle East: United Arab Emirates, Saudi Arabia
10. Africa: Egypt, South Africa and Kenya

\*Note: the teacher and class may decide selection of countries

#### **Philippine Tourism or Domestic Tourism**

This course presents comprehensive survey of the major tourist destination areas in the Philippines. Major discussions will be on access, health and safety issues, geographical characteristics, major attractions, gastronomy and distinctive cultural attributes of the various regions of the country, national and local tourism organizations relating to the development and promotion of tourism in the Philippines.

Pre-requisite	:	Principles of Tourism I and II
Credits	:	3 units
No. of Hrs.	:	(3 hours per week) 54 hours

### Course objectives

By the end of the course, students should be able to:

1. appreciate the touristic value of the tourist destinations in the different provinces and cities of the Philippines;
2. identify the various provinces in each region and towns, chartered and component cities in each province on a blank map;
3. identify the major access routes to major domestic destinations;
4. name and describe major attractions in each province;
5. realize the cultural differences and similarities among the major ethnic groups in the country;
6. enhance their research and presentation skills.

### Course content

1. Domestic Tourism issues and trends
2. Access routes; major attractions; major ethno-linguistic subdivisions; cultural and geographic characteristics of the following:
3. Ilocos Region
4. Cagayan Valley
5. Cordillera
6. Central Luzon
7. National Capital Region
8. Southern Tagalog-CALABARZON
9. MiMaRoPa (Mindoro provinces, Marinduque, Romblon and Palawan)
10. Bicol
11. Western Visayas
12. Central Visayas
13. Eastern Visayas
14. Northern Mindanao
15. Caraga
16. Western Mindanao
17. Southern Mindanao
18. ARMM

\*Note: Selection of specific destinations in each region may be decided by the teacher and class.

### Tourism Marketing

This course presents the marketing mix (product, price, place, promotion, people, programming, packaging, etc.), concept of markets, segmentation, targeting, and marketing planning as they relate to tourism; service quality management.

Credits	:	3 units
Pre-requisite	:	Principles of Tourism I and II
No. of Hours	:	(3 hours per week) 54 hours

### Course objectives

By the end of the course, the student should be able to:

1. acquire mastery of concepts and principles related to tourism marketing
2. make decisions related to enhancing the quality of service and customer satisfaction in the tourism industry and hospitality sectors
3. demonstrate capacity for making simple but theoretically sound marketing plans for a tourism business or destination of their choice
4. develop the students' skills in marketing report preparation
5. develop the students' problem-solving and presentation skills.

### Course content

1. The evolution of marketing philosophy
2. Tourism and the environment
3. Trends in tourism marketing
4. Tourist demands, motivations and decision-making process
5. Market segmentation and targeting
6. The tourist product
7. Service quality management
8. Tourist branding
9. Pricing strategies in tourism
10. Promotion and advertising strategies in tourism
11. Distribution strategies in tourism
12. Promotion and advertising strategies in tourism
13. Distribution strategies: tourist business alliances
14. Impact of culture on tourism marketing
15. The market plan

### Ecotourism

This course presents an overview of ecotourism as a form of sustainable development; discusses the principles and goals of ecotourism development. This subject also covers discussions on ecotourism planning and development process, including the institutional and legal frameworks for ecotourism, the need for collaborative planning and assessment criteria for ecotourism from a broad perspective with focus on ecotourism market segments and best practices. May include a field trip component.

Credits	:	3 units
Pre-requisite	:	Tourism Planning and Development, Tourism Marketing
No. of Hours	:	(3 hours per week) 54 hours

### Course objectives

By the end of the course, the students should be able to:

1. gain an understanding of the philosophy behind ecotourism development
2. describe the features that characterize “true” as opposed to “pseudo” ecotourism sites
3. understand the process involved in making an ecotourism plan
4. appreciate the value of nature and culture as ecotourism resources and how ecotourism may be used to enhance these assets
5. identify and present examples of best practices in ecotourism operations in the Philippines.

## Course content

1. Definition of Ecotourism
2. Emergence of ecotourism
3. Principles of ecotourism
4. The goals of ecotourism
5. Institutional framework for ecotourism
6. Ecotourism policies and strategies
7. Forms of ecotourism; ecotourism attractions
8. Ecotourism planning and development
9. Collaborative planning strategies
10. Ecotourism market segments
11. Best practices in ecotourism operations
12. Monitoring and managing visitor impacts
13. Opportunities and constraints for ecotourism development
14. Assessment criteria for ecotourism potential

## Tourism Research Methods And Techniques

This presents the basic aspects of planning, execution, evaluation and application of research in the broad field of tourism with emphasis on the various quantitative and qualitative research methods and techniques to include an introduction to the Tourism Satellite Account System.

Credits : 3 units

Pre-requisite : Principles of Tourism I, Principles of Tourism II and Basic Statistics

No. of Hours : (3 hours per week) 54 hours

### Course objectives

By the end of the course, the students should be able to:

1. gain knowledge on the different research, methodologies and techniques for studying the various issues and problems in the tourism industry.
2. undertake analysis and evaluation of tourism data as aids to plan formulation and decision-making.
3. apply different research methods to actual projects and problems relevant to their course and future career.

## Course content

1. Introduction to Research/Research Methods
  - Importance of Research Planning and Decision-Making
  - Ethics of Research
2. Fundamentals of Tourism Research
  - The scope of tourism research
  - Introduction to the tourism, hospitality and leisure literature
  - Concepts, definitions and measures used in travel and tourism research.
3. The Role of Research in Tourism Planning and Development

- Planning the research project
  - Structuring the research process
  - Integrating research in tourism planning and development
4. Conceptualization, Operationalization and Measurement
    - Reading and reviewing the literature
    - Developing interesting problems
    - Breaking down problems into concepts
    - Translating concepts into measures
    - Reliability and validity
  5. Data Collection
    - Sources of secondary tourism data
    - Experimental and quasi-experimental methods
    - Non-experimental research methods
    - Field research (participant's observation, direct observation, case studies)
    - Survey/research
  6. Data and Treatment
    - Encoding and cleaning the data
    - Analysis and interpretation of findings
    - Presentation of data
  7. Introduction to the Philippine Satellite Account System

## **Tourism Impacts And Sustainability**

Quantitative and qualitative approaches to the measurement of tourism impacts as well as in achieving sustainable development and growth.

Credits : 3 units

Pre-requisite :

No. of Hours : (3 hours per week) 54 hours

### **Course objectives**

By the end of the course, the students should be able to:

1. Identify and evaluate the economic, environmental and socio-cultural impacts of tourism development
2. Define the various concepts, statistical definitions and conventions in sustainable tourism development
3. Identify the critical issues at the global and local levels affecting sustainability of tourism
4. Identify and analyze the potential for and problems associated with alternative forms of tourism development.

### **Course content**

1. Introduction to the Principle of Sustainable Development

2. Impacts of Tourism
  - a. Different types of impacts: economic, environmental and socio-cultural
  - b. Quantitative and qualitative measurements of tourism impacts
  - c. Mitigating measures against negative impacts
  - d. Case studies-local and foreign
3. Sustainable Development
4. Historical Background
5. World summit on Sustainable Development
  - a. Rio de Janeiro, Brazil-1991
  - b. Johannesburg, South Africa-2002
6. Global Agenda 21
7. Philippine Agenda 21
8. Philippine Tourism Agenda 21
9. Global Code of Ethics



## **REQUIRED SUBJECTS FOR BSHRM**

### **Banquet, Function And Catering Services Procedures**

This course provides the students with opportunity to practice skills used during restaurant, bar and functions operations and to evaluate various rituals, procedures and techniques commonly found in an operational environment.

Credit	:	3 units
Pre-requisite	:	Food and Beverage Service Procedures
No. of Hours	:	(3 hours per week) 54 hours

#### **Course objectives**

By the end of the course, the student should be able to:

1. Take and process orders
2. Advise customers on basic cuisine, types of menus and service periods
3. Serve and clear food and drinks
4. Take orders and serve wines including white, red, sparkling, champagne, fortified and dessert wine

#### **Course content**

1. Food and beverage service
2. Dining Room, function and bar operations
3. Procedures as control
4. Procedures and customer satisfaction
5. Merchandising and selling techniques
6. Occupational health and safety

### **Food And Beverage Service Procedures**

This course provides students with the knowledge, skills and attitude necessary to perform the duties, tasks, and steps required of Food and Beverage Service Attendant in the various food and beverage outlets.

It also provides students with sufficient knowledge to make decisions about food and wine services, styles, procedures and workflow in a hospitality environment.

Credits	:	3 units
Pre-requisite	:	Principles of Hygiene and Sanitation
No. of Hours	:	(3 hours per week) 54 hours

#### **Course objectives**

By the end of the course, the student should be able to:

1. Explain the role of food and beverage personnel within the hierarchy of international hospitality establishments
2. Prepare for service
3. Perform food and beverage service
4. Serve wines and beverages

5. Prepare and serve at functions
6. Provide room service
7. Explain the concept and the procedures of gueridon service

### **Course content**

1. International food and beverage service sector
2. Restaurant equipment
3. Restaurant mise en place
4. Booking procedures
5. Plate handling and silver service
6. Menu knowledge
7. Restaurant service procedures
8. Wine service procedures
9. Control systems
10. Room service procedures
11. Function service procedures
12. Basic gueridon procedures
13. Occupational health and safety

### **Front Office Procedures**

This course is designed to provide students with the knowledge, skills and attitudes to perform front office and reception duties and be qualified as a Front Office Attendant in any lodging establishment.

Pre-requisite : Basic Computer Technology  
 Credits : 3 units  
 No. of Hours : (3 hours per week) 54 hours

### **Course objectives**

By the end of the course, the student should be able to:

1. Describe the duties and responsibilities of the front office department
2. Describe the duties and responsibilities of a telephone and demonstrate telephone techniques commonly applied in hotels
3. Describe and explain reservation procedures
4. Describe the process involved to perform registration of guests including factors relating to the payment of guests accounts
5. Explain the principles to perform front office accounting, a range of cashiering duties and a range of additional front office duties performed during guest stay over.
6. To perform guest departure procedures and services

### **Course content**

1. Introduction to front office
2. Room types and rates
3. Reservations
4. Manual and computerized booking systems
5. Registration
6. Front office accounting and cashiering

## Housekeeping Procedures

This course is designed to provide students with the knowledge, skills and attitudes to perform housekeeping duties and be qualified as Housekeeping attendant.

Pre-requisite : Principles of Hygiene and Sanitation  
Credits : 3 units  
No. of Hours : (3 hours per week) 54 hours

### Course objectives

By the end of the course, the student should be able to:

1. Describe the duties and responsibilities of the housekeeping department
2. Describe and perform general housekeeping procedures incorporating OHS&W considerations in all aspects
3. Explain and demonstrate how to service guest rooms incorporating OHS&W practices in all aspects

### Course content

1. Types of establishment and operations
2. Housekeeping department organization chart
3. Role of room attendants
4. Cleaning agents and process
5. Security
6. Guest supplies

## Rooms Division Management And Control System

This course presents an understanding of the necessity for controls in Rooms Division and of the requirement to supervise the operations of a hotel front office and housekeeping.

Credits : 3 units  
Pre-requisite : Housekeeping Procedures / Front Office Procedures  
No. of Hours : (3 hours per week) 54 hours

### Course objectives

By the end of the course, the student should be able to:

1. To implement occupational health, safety and welfare (OHS&W) practices and procedures within the rooms division and describe fire detection and evacuation procedures
2. Prescribe security measures commonly applied in hotels to ensure security for guests, staff and property
3. To supervise functions in housekeeping and laundry operations
4. Describe and explain to apply control mechanisms within front office to prevent loss of hotel assets.
5. To supervise the workings of the night audit

### Course content

1. Introduction to supervision in rooms division
2. Occupational health, safety and welfare within the rooms division

3. Fire regulations and operating equipment
4. Security systems in rooms division
5. Labour costs control and rostering
6. Organizing and planning and controlling costs in housekeeping
7. Housekeeping inventories
8. Linen and laundry operations
9. Front office controls
10. Night audit

### **Food And Beverage Control System**

This course will enable students to develop knowledge, skills, attitude in food and beverage control systems and to efficiently and effectively plan menus at profitable prices, taking into consideration constraints, preparation and other variables affecting food and beverage outlets.

Credits	:	3 units
Pre-requisite	:	Food and Beverage Service Procedures
No. of Hours	:	(3 hours per week) 54 hours

#### **Course objectives**

By the end of the course, the student should be able to:

1. apply the purpose of the operational cycle
2. supervise the control function
3. use a range of calculations related to business decisions
4. use updated factors to be considered when planning a menu
5. apply considerations and constraints involved in the designs if a beverage list
6. set competitive selling prices

#### **Course content**

1. Introduction to control
2. Overview of control function
3. Operation cycle
4. Standard costs
5. Management cycle
6. Standard recipes
7. Yield tests
8. Outlet stock control
9. Cost of sale calculations
10. Food and beverage reconciliation calculations
11. Setting a sale price
12. Historic and contemporary developments
13. Function and types of menus
14. Menu planning considerations and complaints
15. Menu analysis and engineering calculations
16. Menu layout and presentation
17. Menu balance and terminology
18. Menu engineering

## REQUIRED SUBJECTS FOR BStrM

### World Tourism Geography And Culture

This course will equip the students with comprehensive knowledge of world tourist attractions, its mountains, lake or sea, climate, flora and fauna, the festivals, culture and the arts, cuisine and delicacies, political structures and subdivisions, religious orientations, through the different international and domestic gateways.

Credits	:	3 units
Pre-requisite	:	
No. of Hours	:	(3 hours per week) 54 hours

#### Course objectives

By the end of the course, the student should be able to:

1. identify the location of countries where tourist attractions are located in the world map and draw the shape of the countries studied
2. know the political structures, cultural, historical, religious and educational aspects of the language spoken on countries where tourist attractions exist
3. pinpoint the carriers that service these countries and their internal destination points
4. understand the differences between the Philippines and these countries in terms of political structure, culture, history, religion, education, festivals, tourist attractions, international and domestic gateways, cuisine and delicacies.

#### Course content

1. Study of the world geography
2. Study of the different countries of the world that attract a substantial number of tourists
3. Study their culture, history, religion, language, educational system, festivals, tourist attractions, cuisine and delicacies
4. Study of international airlines, cruise ships and bus lines, international and domestic routes

#### Recommended Reference Materials:

- Current World Map
- Current World Almanac
- Current World Atlas
- Current official Airline Guide Flight Schedules
- Current Cruise-line Guide

### Philippine Tourism Geography And Culture

This course will equip the students with a comprehensive knowledge of the Philippine tourist attractions, its mountains, lakes, seas, climate, flora and fauna, the festivals, culture and the arts, cuisine and delicacies, political structures and subdivisions (provinces), religious, historical and educational structures; how these provinces can be visited through the different domestic gateways.

Credits	:	3 units
Pre-requisite	:	
No. of Hours	:	(3 hours per week) 54 hours

### Course objectives

By the end of the course, the student should be able to:

1. identify the location of the provinces where tourist attractions are located in the Philippine map and be able to draw the shape of the province
2. know the political structures, cultural, historical, religious and educational aspects of the provinces where tourist attractions exist
3. understand the differences between the different regions of the country in terms of political structure, culture, history, religion, language, education, festivals, tourist attractions, international and domestic gateways, cuisine and delicacies.

### Course content

1. Study of Philippine geography
2. Study of the different provinces that attract a substantial number of tourists
3. Study their culture, history, religion, languages and dialects spoken, festivals, tourist attractions, cuisine and delicacies
4. Study of domestic airlines, ferries and bus lines' domestic routes

#### Recommended Reference Materials:

- Current Philippine Map
- Current Philippine Almanac
- Current Philippine Atlas
- Current domestic flight schedules
- Current domestic ferry schedules
- Current domestic bus lines schedules

### International And Domestic Tour Planning, Packaging And Pricing

This course will equip the students with a comprehensive knowledge of how to plan, package and price international or domestic tourism products based on market requirements and number of participants in a particular tour program.

Credits	:	3 units
Pre-requisite	:	World & Philippine Tourism Geography & Culture
No. of Hours	:	(3 hours per week) 54 hours

### Course objectives

By the end of the course, the student should be able to:

1. Plan domestic and international travel itineraries based on the principle learned
2. Package domestic and international travel itinerary by including accommodations, transportation, meals, guide services, attractions and other tour highlights of a certain area included in the tour
3. Price domestic and international travel itineraries based on the number of passengers, inclusions and highlights offered in a particular tour package taking into consideration the affordability of the tourists

### Course content

1. Review the air, sea and land routing and prices of the different domestic carriers, accommodations, food and beverage outlets, transportation & guide services, and attractions & fees charged
2. Identify and plan different types of tour itineraries
3. Identify the different types of accommodations, transportation, meals, guide services, attractions and other tour highlights of a certain area included in the tour – domestic and international
4. Cost simple and complex itineraries
5. Determine prices through market intelligence and comparative studies

### Air, Sea And Land Travel Sales And Management 1

This course will equip the students with a comprehensive knowledge and concepts of air travel, how it is sold to the end user and its management; the basic concept of the airline ticket, its issuance, usage and reporting system that goes with the issuance of ticket.

Credits	:	3 units
Pre-requisite	:	Philippine and World Tourism Geography and Culture
No. of Hours	:	(3 hours per week) 54 hours

### Course objectives

By the end of the course, the student should be able to:

1. Competently identify the different parts of an airline ticket (local and international)
2. Competently issue a local and international airline ticket
3. Construct simple fare manually and/or automatically through a Computerized Reservations System.
4. Make a manual or automated reservation with the appropriate airlines

### Course content

1. Introduction to Basic Tariff
  - Definition of Terms
  - Review of World Geography
  - IATA Traffic Conference Areas-Regions, Countries and Capitals
2. Global Directions of Travel
3. Preparation of Itineraries
4. Types of Travel and Fare Categories
5. Types of Journeys
6. How to Read the Fares Pages
7. IATA Fare Formulas
8. Currency Regulation
  - IATA Rate of Exchange, Rounding-up units, Fares Pages
  - International Sales Indicators-SITI/SOTI/SOTO
9. The Mileage System
  - Basic Elements of the Mileage System
    1. NUC
    2. MPM
    3. TPM

#### 4. EMS

- Supplementary Factors of the Mileage System
  1. TPM/MPM Deductions (EMA)
  2. Stopovers
  3. Higher Intermediate fares
  4. Backhaul Check
  5. Circle Trip fares
  6. Circle Trip Minimum

#### 10. Types of Fares

- Discounted Fares and Booking Classes
- Point to Point fare
- One way and Roundtrip fares

#### 11. Ticketing

#### 12. Manual and Automated Reservation Procedures & Codes

#### Recommended Reference Materials:

- Current Passenger Tariff Book
- Current World map
- Current Official Airline Guide
- Current IATA – Reservations Handbook

### **E-Commerce, The Internet And The Global Distribution Systems**

This course will equip the students with a comprehensive knowledge and understanding of the concepts and implication of e-commerce and the Internet to the travel industry.

Credits: 3 units

Pre-requisite:

No. of Hours: (3 hours per week) 54 hours

#### **Course objectives**

By the end of the course, the student should be able to:

1. Use the internet to search, reserve and even pay for services pulled out of the system
2. Understand the impact of internet on the travel and tourism industry
3. Use the internet to generate sales for the company
4. Make use of the concept of e-commerce to bring the micro enterprise to a new plane in the travel industry

#### **Course content**

1. The software used in the Internet and E-commerce
  - Eudora
  - Netscape
  - Internet Explorer
2. Glossary of Terms
3. Etiquette on the Internet
4. Sending mails via email
5. Surfing the Net (Travel Websites)
6. Spam
7. Firewall



## **Travel Management**

This course will equip the students with a comprehensive knowledge and understanding of the concepts and implication of managing of a travel agency. This subject is the culmination of the several subjects required under the travel core with the students preparing their own travel itinerary and executing such itinerary whether local or international.

Credits	:	3 units
Pre-requisite	:	Air, Sea and Land Travel Sales and Management 1
No. of Hours	:	(3 hours per week) 54 hours

### **Course objectives**

By the end of the course, the student should be able to:

1. Manage and operate a Travel Agency
2. Understand the principles of management and decision-making
3. Operate a local or international tour

### **Course content**

1. The Philippine Tourism Industry
2. The Travel Agency
3. Organization of a Travel Agency
4. Travel Agency Operations
5. Other Products and Services
6. Markets and destinations
7. Tour Operators & Packages
8. Quotations and Reservations
9. Field Operations
10. Travel & Tour Accounting Documents
11. Marketing Tools
12. Automation and the Internet

Recommended Reference Materials: *Travel Agency & Tour Operations in the Philippines*

## ***Attachment 5 COURSE DESCRIPTIONS OF ELECTIVES***

### **BSTM ELECTIVES**

#### **Information Technology In Tourism**

This course will equip the students with a comprehensive knowledge and hands on experience in Computer Reservations in at least two Global Distribution System used in the travel industry.

#### **Transportation Management**

This course discusses the different aspects of various modes of tourism-related transportation operations, planning and policy.

#### **Travel Agency Management And Operations**

This course provides familiarization with travel agency management and operations including documentation, selling, transporting, storing, advertising, and planning travel services; provides hands-on training in computerized reservations, and incorporates key aspects of managing corporate travel.

#### **Resort Management**

This course introduces the resort concept, types and trends in the resort and spa industries; discusses resort planning principles, strategies for product and service offerings, seasonal pricing strategies, and concepts of product life cycle.

#### **Cruise Sales And Management**

This course will give students a deep understanding of the cruise industry and provide actual experience in a cruise ship; introduces cruise line profiles, history and trends in the cruise industry, world-wide port geography. Actual ship inspection field trip is included.

#### **Entrepreneurship In Tourism**

This course explores the many dimensions of new venture creation and growth and to foster innovation and new business formations in independent and corporate settings; conceptualizing, developing and managing successful **new ventures**. The emphasis in this course is on applying and synthesizing concepts and techniques from the functional areas of accounting, finance, managerial economics, marketing, operations management, and organization behavior in the context of new venture development.

#### **Environmental Conservation For Tourism**

This course covers both issues and methods in planning for tourism development from the perspective of environmental and community sustainability. To accomplish this requires the application of many traditional public planning methods, with an emphasis on community participation and ecosystem management models. The focus of this course is environmental consciousness. Students will become aware of environmental issues in community development

for tourism, and will learn how to use the tools and technologies available to address these issues.

### **Heritage Tourism**

This course is designed to provide an understanding of the concepts of cultural heritage tourism. Theory, practice, history, terminology and current issues of cultural heritage and tourism planning and management will be examined. Additionally, basic survey of cultural and heritage components, motives and behaviors of heritage tourists attraction (museums, arts, festivals/events, urban/rural areas and landscapes), interpretation economics and policies will be discussed.

## **DESCRIPTIONS FOR HRM ELECTIVES**

### **Asian Cuisine 1 and 2 – Culinary**

To provide the students thru lecture, demonstrations and hands-on application the principles and techniques of Asian Cookery. This includes development of organizational skills, knife and cleaver dexterity and cooking skills that are particular to Filipino, Chinese, Japanese, Thai, Korean and Vietnamese cuisine.

### **Western Cuisine – International/Classical Cuisine or Culinary**

This course explores the preparation of traditional contemporary Western Cuisine specialties with emphasis to their techniques, ingredients and spices. Timing and organizational skills are emphasized.

### **Banquet And Catering Management**

This course provides students with skills and knowledge required to analyze, interpret and manage the departmental operation for the food and beverage division of a hospitality establishment.

### **Hospitality Organizational Management**

This course provides students with the necessary knowledge, skills and attitudes to apply theories and techniques involved in organizational management of Hospitality Industry

### **Hospitality Operational Management**

This course provides students with necessary knowledge, skills and attitude to analyze, interpret and manage the departmental operation for the food and beverage and the rooms division of a hospitality establishment.

### **Convention Management**

This course introduces students to various components of the meetings, conventions, incentives and exhibition industry from both a client's perspective and a hotel management perspective, and to develop the relevant knowledge and skills required for working effectively in this sector.

### **Leisure, Sports and Recreation Management**

This course provides students an appreciation of the other components of hospitality and tourism management as travel trends, developments and operators of resorts, hotels, golf courses and country club facilities for leisure, sports and recreation.

## **DESCRIPTIONS FOR BStrM ELECTIVES**

### **Air, Sea And Land Travel Sales And Management 2**

This course will equip the students with a comprehensive knowledge of advance air travel computation, the advance concept of the airline ticket issuance, usage and reporting system that goes with the issuance of ticket.

### **Travel Accounting**

This course will equip the students with a comprehensive knowledge of Travel and Tour accounting systems and procedures used by the Billing and Settlement Plan procedures used by IATA accredited agents and general accounting procedures used by the travel industry.

### **Travel Documentation**

This course will equip the students with a comprehensive knowledge and competencies in processing travel documents for Filipinos and other resident nationalities in the country and its implications in travel.

### **Tour Guiding And Escorting**

This course will equip the students with a comprehensive knowledge on techniques and best practices in guiding and escorting travelers in their travels locally and abroad.

### **Tourism Laws, Legal Responsibilities And Taxation**

This course will equip the students with a comprehensive knowledge and understanding of the different laws that govern the tourism industry to include laws pertaining to the limits of liabilities and taxation in the travel industry.

### **Corporate Travel Management**

Study of the concepts in corporate travel, identification of the market segments, requirements and management of its accounts.

### **Product Development**

This course will equip the students with a comprehensive knowledge of how to prepare destinations for tourists arrivals, packaging tours and services, taking into consideration the sustainability of such activity from the macro to the micro aspect of tourism.

### **Ecotourism**

This course presents an overview of ecotourism as a form of sustainable development; discusses the principles and goals of ecotourism development. This subject also covers discussion on ecotourism planning and development process, including the institutional and legal frameworks for ecotourism, the need for collaborative planning and assessment criteria for ecotourism from a broad perspective; with focus on ecotourism market segments and best practices. May include a field trip component.

### **Foreign Language Proficiency**

This course will equip the students with a basic knowledge of the chosen language.