



REPUBLIKA NG PILIPINAS  
REPUBLIC OF THE PHILIPPINES  
**KAGAWARAN NG EDUKASYON**  
**DEPARTMENT OF EDUCATION**  
DepEd Complex, Meralco Avenue, Pasig City, Philippines

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**MAR 26 2002**

DepEd MEMORANDUM  
No. 62, s. 2002

**REGIONAL SEMINAR ON HERITAGE TOURISM MANAGEMENT**

To: Undersecretaries  
Assistant Secretaries  
Bureau Directors  
Regional Directors  
Schools Division/City Superintendents

1. The SEAMEO Regional Center for Archaeology and Fine Arts (SPAFA) announces its call for nomination of participants to the Regional Seminar on Heritage Tourism Management to be held on May 20-22, 2002 at Siem Reap, Cambodia.
2. This will be conducted for Southeast Asia's professionals that include the heritage site managers, cultural administrators, tourism managers and consultants, tour operators, local leaders, academics, government officials, conservationists and interested individuals.
3. Nominations must be submitted to Dr. Eugenia Moraleda, Curriculum Development Division, Bureau of Secondary Education, 3<sup>rd</sup> floor, Bonifacio Building, Department of Education, Pasig City. Application form and the programme information are enclosed.
4. The objectives of the seminar are to:
  - a. gather together heritage site managers in Southeast Asia to provide a forum for discussion and exchanges of ideas;
  - b. build up a network of heritage site managers in Southeast Asia for further assistance and collaboration;
  - c. examine the upcoming/urgent issues in the management of heritage sites and tourism;
  - d. study the impact of tourism on heritage sites and how to exploit the sites to fully benefit both the local communities and tourism;
  - e. pursue ways to enhance the relationship between tourism management, the protection of heritage sites, the benefits for the local communities, and the satisfaction of the tourists; and
  - f. create a community-involved, grassroots management focus, which requires the involvement of local communities in collaboration with experts in the cultural heritage field.
5. Each participating member country is entitled to nominate one participant but two nominees could be included to facilitate proper selection. Formal nomination of official participants must be channeled to the SPAFA headquarters in Bangkok, Thailand through the office of the Secretary, DepEd.

*"Bawat Graduate, Bayani at Marangal"*

6. Names of candidates must be received by SPAFA not later than April 18, 2002 to enable direct communication with the accepted participant(s) regarding travel arrangements.
7. Immediate dissemination of this Memorandum is desired.

  
ERNESTO S. PANGAN  
Undersecretary

Encls.:  
As stated

Reference:  
None

Allotment: 1—(D.O. 50-97)

To be indicated in the Perpetual Index  
under the following subjects:

SCHOLARSHIPS  
SEMINARS

SEAMEO REGIONAL CENTRE FOR ARCHAEOLOGY AND FINE ARTS

**Programme Application form**

(To be filled out in duplicate copies by prospective nominee, candidate or self-supporting participants.  
This form may be reproduced.)

Programme Title : **Regional Seminar on Heritage Tourism Management in Southeast Asia**  
Period of Implementation : **20<sup>th</sup> -22<sup>nd</sup> May 2002**  
Venue : **Siem Reap, Cambodia**

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Please supply all required information in typewritten or legible handwritten form.

Affix  
recent  
photo

FROM \_\_\_\_\_  
Country

**PERSONAL INFORMATION**

1. Name in Full : \_\_\_\_\_  
for female, preference of initial is :  MISS  MRS.  MS.
2. Academic or Professional Title : \_\_\_\_\_  
(Please indicate appropriate title i.e., Dr., Prof., or simply Mr. or Ms.)
3. Official Designation / Position : \_\_\_\_\_
4. Home Address : \_\_\_\_\_  
Fax No. : \_\_\_\_\_ Tel No. \_\_\_\_\_ E-mail (if any) \_\_\_\_\_
5. Office Address : \_\_\_\_\_  
Fax No. : \_\_\_\_\_ Tel No. \_\_\_\_\_ E-mail (if any) \_\_\_\_\_
6. Mailing Address :  Home  Office **Emergency Fax no.** \_\_\_\_\_
7. Date of Birth : \_\_\_\_\_ Place of Birth \_\_\_\_\_  
(Date/Month/Year) (City / Country)
8. Nationality : \_\_\_\_\_ Religion : \_\_\_\_\_
9. Particulars on N.R. ID Card or Passport No. : \_\_\_\_\_
10. Civil Status : \_\_\_\_\_ No. of Children : \_\_\_\_\_
11. Name and Address of Spouse : \_\_\_\_\_  
Fax No. : \_\_\_\_\_ Tel No. \_\_\_\_\_
12. If Single, Name and Address of Person to Contact in Case of Emergency : \_\_\_\_\_  
Fax No. : \_\_\_\_\_ Tel No. : \_\_\_\_\_

**PROFESSIONAL INFORMATION**

1. EDUCATIONAL BACKGROUND

1.1 Secondary Institutions Attended :

Name of Institution and Country	From	To

1.2 Colleges/Universities Attended :

Name of College/ University and Country	From	To	Major Subjects/ Fields of Study	Diploma/ Degree

2. EXPERIENCE AND BACKGROUND

2.1 Employment History (in chronological order) :

Position	Name of Institution/Employer	From	To

2.2 Duties and Responsibilities (Brief Description of the applicant's most recent job)

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\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

2.3 Specialization (Description of the applicant's major areas of interest)

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2.4 Conferences / Seminars Attended :

Name of Conference/Seminar	Venue	From To	
		From	To

2.5 Overseas Courses Attended :

Name of Course	Country	From To	
		From	To

2.6 Research Work Carried Out :

Nature of Research	From To	
	From	To

2.7 Publications :

Title of Publication	Year Published
_____	_____
_____	_____
_____	_____
_____	_____

2.8 Language Proficiency  
(please indicate EXCELLENT, GOOD or FAIR)

Language	Reading	Writing	Speaking
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

2.9 State briefly reasons for joining the Course :

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

2.10 Expected employment / job position upon completion of the Course :

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**TERMS OF PARTICIPATION AGREEMENT**

I hereby confirm my interest to participate in the SEAMEO SPAFA Regional Seminar on Heritage Tourism Management in Southeast Asia scheduled on 20<sup>th</sup> – 22<sup>nd</sup> May 2002. If selected as official participant, I agree to join the programme in its entirety, participate actively in all sessions and cooperate with SEAMEO SPAFA and the co-hosting institution(s) to ensure the success of the Programme.

I understand and accept that my participation is covered and governed by the stipulations and provisions set forth in the disseminated Programme Information.

I certify to the veracity and accuracy of information provided in this registration form and waive SPAFA's and the co-hosting institution's responsibility and accountability for any untoward incident that may happen to my person during the Programme beyond the control of the programme's Organizing Committee.

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Date

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Signature of Applicant

**Objectives:**

1. To gather together heritage site managers in Southeast Asia to provide a forum for discussion and exchanges of ideas;
2. To build up a network of heritage site managers in Southeast Asia for further assistance and Collaboration;
3. To examine the upcoming/ urgent issues in the management of heritage sites and tourism;
4. To study the impact of tourism on heritage sites and how to exploit the sites to fully benefit both the local communities and tourism;
5. To pursue ways to enhance the relationship between tourism management, the protection of heritage sites, the benefits for the local communities, and the satisfaction of the tourists; and,
6. To create a community-involved, grassroots management focus, which requires the involvement of local communities in collaboration with experts in the cultural heritage field.

**Proposed Outcomes:**

1. Record of proceedings;
2. The establishment of a network of SE Asian Cultural Heritage managers;
3. Promote a community-involved management focus among a network of SE Asian Cultural Heritage stakeholders

**Participants:**

Tourism Managers, Local Business Owners, Sociologists, Anthropologists, Development Organizations, Local Community Representatives, Government Officials, Conservators, Heritage Management Officials, Environmentalists, etc.

**Suggested Themes for Speakers:**

1. Commercialization and the Authenticity of Heritage Enterprise
2. The Role of Tourism on Living Culture and Communities
3. Sustainable Cultural Development through Tourism Management
4. Heritage Tourism Management Directions in the 21<sup>st</sup> Century
5. Marketing Tourism and the Preservation of Heritage Sites

*SEAMEO Regional Centre for Archaeology and Fine Arts*

**SEAMEO-SPAFA**

**PROGRAMME INFORMATION**

**Heritage Tourism Management in Southeast Asia**

Type of Activity	:	Seminar
Venue	:	Siem Reap, Cambodia
Duration	:	3 Days
Scheduled in Fiscal Year	:	20 <sup>th</sup> -22 <sup>nd</sup> May 2002
Participants	:	Heritage Site Managers, Cultural Administrators, Tourism Managers and Consultants, Tour Operators, Ecologists, Local Leaders, Academics, Conservationists, Government Officials, and Interested Individuals

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**Rationale**

Heritage tourism describes a phenomenon of people traveling for the sake of experiencing and discovering either another culture or the cultural attractions of particular place, so tourism touches many people and places. As a result, this phenomenon is faced with the challenge of coping with additional pressure on infrastructure services, attractions, the local population and environment. The negative impacts of tourism can be significant for heritage sites. It has now become indispensable to seriously consider the management of heritage tourism on environmental, cultural and social issues as an important aspect of achieving sustainable heritage tourism.

Heritage tourism is a window to the culture of a country and thus must be treated with respect. Heritage Tourism management can indeed be made responsive to the needs of communities in such ways as the increase of employment and cultural products through tourism. However, many cases of heritage sites demonstrate that whereas non-management may be damaging, mismanagement is even worse.

In this seminar, government leaders, heritage sites managers, tourism managers, sociologists, entrepreneurs, local community leaders, academics, ecologists, etc. will have the opportunity to share and discuss current social concerns in the heritage tourism industry.