

BACHELOR OF SCIENCE IN TOURISM MANAGEMENT

Program Description

The BSTM program aims to produce graduates who are equip with competencies needed to execute both operational tasks and management functions in travel and tour services, research and MICE activities and other emerging tourism industry. It further aims to produce efficient, self reliant, competent and socially responsible professionals who will meet the demands of globally competitive tourism industry.

Program Educational Objectives:

Within three to five years after obtaining bachelor's degree in Tourism Management at University of St La Salle, a graduate is expected to have:

1. Ventured into building innovation-driven enterprises and become service providers in various career opportunity in the different sectors of the tourism industry while consciously integrating socially responsible Christian practices and professional ethics in all areas of career and professional life thru compassionate service.
2. Applied critical and analytical skills in solving challenges encountered in the workplace and developing expertise in utilization and management of industrial grade tools, equipment and technologies used in the tourism operation.
3. Been engaged in constant and relevant career development through trainings, professional affiliation, and research while equipping one's self with further qualifications in preparation for higher leadership roles.
4. Performed confidently supervisory management functions in the tourism industry and other business enterprise with competence and excellence by efficiently performing oral and written communication skills in a multicultural work environment.

Program Outcomes

By the time of graduation, the students of the program shall have develop the ability to:

1. Acquire domestic and international up-to-date knowledge, skills and competencies required for effective practice of the tourism profession in multidisciplinary approaches.
2. Promote the vibrant Negrense culture and tourism with respect and responsibility to bridge cultural differences while demonstrating the uniqueness of Filipino hospitality practices, values, and traditions.
3. Strategize and synthesize right combination of travel and tour products, transport networks, and key tourism assets in delivering accurate travel services.
4. Comply accreditation, certification or licenses of a tourism professional and enterprise in order to exhibit flexibility and high quality services anchored on Christian perspectives and Gospel values.
5. Implement sustainable tourism practices to maximize efficiency and inclusiveness in the pursuit of global economic, social, cultural and environmental sustainability.
6. Operate responsibly and skillfully modern technological advancement tools and property management database necessary in the efficient tourism operation and that is significant to society and the Church.
7. Articulate ideas and opinions to attain proficiency and command in more than

two languages to address industry needs through effective verbal and non-verbal communication.

8. Plan, execute and evaluate competitive marketing strategies in organizing tourism events and marketing and promotions of destinations and organizations.
9. Examine and scan the business environment to determine business opportunities and to develop profitability profiles from which entrepreneurial ventures can be selected.
10. Evaluate and analyze tourism policies and legal issues affecting governance of tourism operation among tourism enterprises to stimulate awareness and expertise in administering a tourism destination.
11. Develop investigative skills alongside self-reflection to generate and engage in a continuing professional growth and/or research to thrive in a highly competitive and diverse tourism industry.
12. Compare and contrast various multicultural and ethical work setting through various local and international training partners to ensure maximum multi-disciplinary composition which respects diversity and cultural difference.

Admission Policies

Students who wish to join the program must:

1. have a grade of at least 80 in all major subjects (new/transferres/shiftees);
2. pass the screening and interview.
3. Should have a score of at last 30 in USLS entrance exams.

Probationary Admission:

1. Students who fall short of the minimum requiremenents of the program but who exhibits seriousness of intent in pursuing the course may be accpeted on PROBATIONARY status, on certain conditions.
2. Students on PROBATION must ensure close coordination with the Guidance Office to comply provisions of PROJECT STAY.
3. Students on PROBATION must maintain a garde of 80 or better in all of their major courses.

Retention Policies:

Students who wish to stay in the program must have:

1. a satisfactory grade of 80 in all major subjects;
 2. no failed and/or dropped subjects of more than 9 units in one semester.
 3. no failures in more than 2 major subjects in one semester.
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**BACHELOR OF SCIENCE
IN TOURISM MANAGEMENT**

**FIRST YEAR
First Semester**

		Lec Units	# of hrs/wk	Lab Units	# of hrs/wk	Total Credit Units	Total Assessed Units
HTC101	Macro Perspective of Tourism Hospitality	3	3	0	0	3	3
HTC102	Risk Management as Applied to Safety, Security and Sanitation	3	3	0	0	3	3
TML201	Philippine Gastronomical	3	3	0	0	3	3
MATHMW	Mathematics in the Modern	3	3	0	0	3	3
PCOM	Purposive Communication	3	3	0	0	3	3
NSTP1	National Service Training	3	3	0	0	3	3
PED1	Physical Education 1 Wellness and Fitness	2	2	0	0	2	2
IRS1	Lasallian Spirituality	3	3	0	0	3	3
IGG	Group Guidance	1.5	1.5	0	0	1.5	1.5
	Total	24.5	24.5	0	0	24.5	24.5

Second Semester

		Lec Units	# of hrs/wk	Lab Units	# of hrs/wk	Total Credit Units	Total Assessed Units
HTC103	Philippine Culture and Tourism Geography	3	3	0	0	3	3
HTC104	Micro Perspective of Tourism and Hospitality	3	3	0	0	3	3
TMP301	Global Culture and Tourism and Geography	3	3	0	0	3	3
TML203	Professional Tour Guiding	3	3	0	0	3	3
PSPEAK	Public Speaking in the Discipline	0	0	3	3	3	3
NSTP2	National Service Training Program	2	3	3	0	0	3
PED2	Physical Education 2 (Team Sports and Rhythmic Activities)	2	2	0	0	0	2
IRS2	Christian Morality	3	3	0	0	3	3
	Total	20	20	3	3	23	23

**SECOND YEAR
First Semester**

		Lec Units	# of hrs/wk	Lab Units	# of hrs/wk	Total Credit Units	Total Assessed Units
HTC105	Quality Service Management in Tourism and Hospitality	3	3	0	0	3	3
TMP304	Transportation Management	3	3	0	0	3	3
TMP305	Tour and Travel Management	3	3	0	0	3	3
TML204	Recreation and Leisure	3	3	0	0	3	3
TML205A	Specialized F&B Service - Lecture	2	2	0	0	2	2
TML205L	Specialized F&B Service - Laboratory	0	0	1	2	1	2
ABMB1	Accounting for Non-accountants	3	3	0	0	3	3
CWRLD	The Contemporary World	3	3	0	0	3	3
LITEB	Living in the IT Era (For	3	3	0	0	3	3
PED3	Physical Education 3 (Swimming and Recreation)	2	2	0	0	2	2
	Total	25	25	1	2	26	27

Second Semester		Lec Units	# of hrs/wk	Lab Units	# of hrs/wk	Total Credit Units	Total Assessed Units
TMP303	Sustainable Tourism	3	3	0	0	3	3
TMP302A	Applied Business Tools and Technologies in Tourism (GDS) - Lecture	2	2	0	0	2	2
TMP302L	Applied Business Tools and Technologies in Tourism (GDS) - Laboratory	0	0	1	2	1	2
TML202A	Front Office Operations - Lecture	2	2	0	0	2	2
TML202L	Front Office Operations - Laboratory	0	0	1	2	1	2
ARTAP	Art Appreciation	3	3	0	0	3	3
GBOOKS	Great Books	3	3	0	0	3	3
USELF	Understanding the Self	3	3	0	0	3	3
STS	Science, Technology & Society	3	3	0	0	3	3
PED4	Physical Education 4 - (Individual and Dual Sports)	2	2	0	0	2	2
Total		21	21	2	4	23	25

THIRD YEAR

First Semester		Lec Units	# of hrs/wk	Lab Units	# of hrs/wk	Total Credit Units	Total Assessed Units
HTC106	Tourism and Hospitality Marketing	3	3	0	0	3	3
TMP307	Tourism Policy Planning and Development	3	3	0	0	3	3
TMP309	Foreign Language 1	3	3	0	0	3	3
TML206	Cruise Tourism Management	3	3	0	0	3	3
TML207	Airline and Airport Management	3	3	0	0	3	3
IRS3E	Religions, Religious Experiences and Spirituality	3	3	0	0	3	3
RHIST	Readings in Philippine History	3	3	0	0	3	3
ETHICS	Ethics	3	3	0	0	3	3
Total		24	24	0	0	24	24

Second Semester		Lec Units	# of hrs/wk	Lab Units	# of hrs/wk	Total Credit Units	Total Assessed Units
HTC107	Entrepreneurship in Tourism and Hospitality	3	3	0	0	3	3
TML208	Destination Management and Marketing	3	3	0	0	3	3
TMP306A	Introduction to Meetings, Conferences & Events -- Lecture	2	2	0	0	2	2
TMP306L	Introduction to Meetings, Conferences & Events Laboratory	0	0	1	2	1	2
TMP308A	Research in Tourism - Lecture	3	3	0	0	3	3
TMP310	Foreign Language 2	3	3	0	0	3	3
HTB401	Operations Management in and Hospitality Industry	3	3	0	0	3	3
BSTAT	Business Statistics with	3	3	0	0	3	3
RIZAL	The Life and Works of Rizal	3	3	0	0	3	3
Total		23	23	1	2	24	25

**FOURTH YEAR
First Semester**

		Lec Units	# of hrs/wk	Lab Units	# of hrs/wk	Total Credit Units	Total Assessed Units
HTC108	Multicultural Diversity in for the Tourism Professional	3	3	0	0	3	3
HTC109	Professional Development and Applied Ethics	3	3	0	0	3	3
HTC110	Legal Aspects in Tourism and Hospitality	3	3	0	0	3	3
TMP308L	Research in Tourism -	0	0	1	3	1	3
HTB402	Strategic Management in and Hospitality Industry	3	3	0	0	3	3
BLOGIC	Business Logic	3	3	0	0	3	3
	Total	15	15	1	3	16	18

Second Semester

		Lec Units	# of hrs/wk	Lab Units	# of hrs/wk	Total Credit Units	Total Assessed Units
TMPRAC1	Practicum 1 (Public Sector Phase)	0	0	0	3	20	3 3
TMPRAC2	Practicum 2 (Private Sector Phase)	0	0	0	3	20	3 3
	Total	0	0	6	40	6	6

***PROFESSIONAL COURSE: FOREIGN LANGUAGE**

TMP309 Foreign Language 1 -
French TMPS309 Foreign Language 1
- Spanish TMPC309 Foreign
Language 1 - Chinese TMPI309
Foreign Language 1 -
Italian

TMP310 Foreign Language 2 -
French TMPS310 Foreign Language 2
- Spanish TMPC310 Foreign
Language 2 - Chinese TMPI310
Foreign Language 2 -
Italian

SUMMARY OF REQUIRED COURSES
Bachelor of Science in Tourism Management

	No. of Courses	Unit Equivalent	Total Units
General Education Courses			
Core Courses			
Purposive Communication	1	3	
Science, Technology & Society	1	3	
Readings in Philippine History	1	3	
Mathematics in the Modern World	1	3	
The Contemporary World	1	3	
Art Appreciation	1	3	
Ethics (Business Ethics)	1	3	
Understanding the Self	1	3	24
Elective Courses			
Great Books	1	3	
Living in the IT Era for Business	1	3	
Religions, Religious Experiences and Spirituality	1	3	9
Mandated Courses			
The Life and Works of Rizal	1	3	
Physical Education	4	8	
National Service Training Program	2	6	17
Institutional Courses			
Public Speaking in the Discipline	1	3	
Religious Studies	2	6	
Group Guidance	1	1.5	
Accounting for Non-Accountants	1	3	
Business Statistics	1	3	
Business Logic	1	3	19.5
Business and Management Education Courses (CBMEC)			
Operation Management in Tourism and Hospitality Industry	1	3	
Strategic Management in Tourism and Hospitality Industry	1	3	6
Tourism and Hospitality Core			
*Macro Perspective in Tourism & Hospitality	1	3	
*Risk Management as Applied to Safety, Security & Sanitation	1	3	
*Micro Perspective of Tourism and Hospitality	1	3	
*Philippine Culture and Tourism Geography	1	3	
*Quality Service Management in Tourism and Hospitality	1	3	
*Hospitality and Tourism Sales and Marketing	1	3	
*Entrepreneurship in Tourism and Hospitality	1	3	
*Professional Development and Applied Ethics	1	3	
*Legal Aspects in Tourism and Hospitality	1	3	
*Multicultural Diversity in the Workplace for Tourism Professional	1	3	30

Professional Core Course

Tourism

*Global Culture and Tourism and Geography	1	3	
*Applied Business Tools and Technologies in Tourism	1	3	
*Sustainable Tourism	1	3	
*Transportation Management	1	3	
*Tour and Travel Management	1	3	
*Introduction to MICE and Event Management	1	3	
*Tourism Policy Planning and Development	1	3	
*Research in Tourism	1	4	
*Foreign Language 1	1	3	
*Foreign Language 2	1	3	31

Professional Electives (Tourism)

*Philippine Gastronomical Tourism	1	3	
*Professional Tour Guiding	1	3	
*Recreation and Leisure Management	1	3	
*Front Office Operations	1	3	
*Specialized Food & Beverage Service Operations	1	3	
*Airline and Airport Management	1	3	
*Cruise Tourism Management	1	3	
*Destination Management & Marketing	1	3	24

Practicum - BSTM (min. of 600 hours)

Practicum 1 (Public Sector Phase)	1	3	
Practicum 2 (Private Sector Phase)	1	3	6

Program Major/Specialization (with eligibility requirements)

Total 166.5

MAJOR COURSE DESCRIPTION

BACHELOR OF SCIENCE IN TOURISM MANAGEMENT

HTC101 **3 units** **MACRO PERSPECTIVE OF TOURISM AND HOSPITALITY**

This course is designed to give a clear and whole overview of tourism and hospitality as an ecosystem and goes beyond the usual closed- concept of tourism. It introduces the concepts and terms that are common throughout the different sectors. It also intends to develop, update and maintain local knowledge as well as tourism industry knowledge. It shows the structure and scope of tourism as well as its impact as an industry in relation to the world economy and society. It also illustrates the effects of the convergence of tourism with the other local industries and let the students appreciate its multiplier effect in various fronts. It discusses the major factors that influence the history and future of tourism in the world and in the Philippines. It also introduces the sustainable goals of tourism and discusses, among others, how to develop protective environments for children in tourism destination; to observe and perform risk mitigation activities; etc. The students will also learn to appreciate the key global organizations and the roles they play in influencing and monitoring tourism trends.

At 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 sectors and corresponding standards; understand the typical organizational structure, the impact of macro-environmental trends on the operations of tourism businesses, and career options in the hospitality industry.

HTC102 **3 units** **RISK MANAGEMENT AS APPLIED TO SAFETY SECURITY AND SANITATION**

The student will develop knowledge, skills, and values on the basic principles of personal hygiene, food safety and sanitation as applied in the tourism and hospitality industry. Moreover, the importance of the principles of sanitation and hygiene and its sound practices using the Hazard Analysis Critical Control Point (HACCP) as guidelines for proper handling of food from preparation to production will be emphasized. Topics include the following: compliance with workplace hygiene procedures; establishment and maintenance of a safe and secure workplace;

implementation of occupational health and safety procedures; and performing basic first aid procedures.

With the enrichment activity embedded in the course, students will be required to share their knowledge on hygiene and sanitation of which they can take on the consciousness of being socially responsible individuals among member of the Lasallian community.

HTC103 **3 units**
PHILIPPINE CULTURE AND
TOURISM GEOGRAPHY

This course presents comprehensive coverage of the major tourist destinations in the Philippines. Major discussions will be on the political structures and sub-divisions, geographical characteristic, major attractions, gastronomy, culture and traditions of the various regions of the country leading to the realization of the potentials of the tourism industry of the Philippines. Students will also have a comprehensive knowledge about the mechanism, logistics, operations and management of the tourism network system in the Philippines with its inherent physical and cultural resources as seen in the various provinces of the country.

Students shall submit a comprehensive presentation of local tourist destinations to depict the Negrense culture and tradition. Preferably, they will be assigned with cities and municipalities of their residence for easy access, convenience and more detailed and extensive coverage.

HTC104 **3 units**
MICRO PERSPECTIVE OF TOURISM
AND HOSPITALITY

This course will cover the workings, operations and the integrative activities of major stakeholders in the tourism and hospitality industry. The students will also gain knowledge on managing and marketing a service-oriented business organization. Apart from the scope and structure of travel organizations, it provides an in-depth study of the nature and distinctive characteristics of each sector of the entire tourism industry, focusing on the management, organization and planning of specific business strategies for the various entities in the local setting. This will also involve the analysis of the possible impacts of external factors and trends on the different tourism industry sectors and specific types of businesses. It will also look into client profiling such as travel motivations and influences as it relates to aligning strategic and tactical solutions to the business. The course also identifies the employment opportunities available in each sector and the corresponding qualifications for the jobs.

Students will conduct research of a chosen major sectors (business, government, and voluntary organizations, etc.) defined and classified wherein a focus group discussion involving players and stakeholders will be initiated. The

commercial sectors are examined in terms of typical organizational structures of tourism sectors and major functions of divisions within the structure are described. Impact of macro-environmental trends and events on each sector are examined. Pre-Requisite: HTC101

HTC105 3 units
QUALITY SERVICE MANAGEMENT IN
TOURISM AND HOSPITALITY

This course aims to enable the students to recognize and assess quality management processes in a hospitality and tourism related organization and to evaluate department processes and planning strategies. Topics include concepts and terminologies of Total Quality Management (TQM): definition, common elements and terminology; vision and reality – bridging the gap; constructive and critical personal reflection: proposed quality, self-assessment and peer's assessment; seeking practical feedback for supervisors and continuing improvement, developing a personal management philosophy and personal development plan.

At the end of this course, students should be able to understand and apply the concepts of total quality management, explain the need for the application of total quality management process to a department within a hotel or restaurant establishment, identify key performance indicators and their relationship to continuous improvement required for successful change and improve management.

Pre-Requisite:
HTC101

HTC106 3 units
TOURISM AND HOSPITALITY
MARKETING

This course will equip students with the necessary skills to develop actual marketing campaigns for a business within the tourism and hospitality industry. Emphasis on the analysis of the market, its competition and its product; preparation of a financial budget and the development of short term and long-range strategies to achieve desired profit through effective advertising, sales and an effective public relations plan would be the focus of this course.

Students are expected to analyze the relevant examples of situations wherein companies assess and solve their marketing problems; exercise the management of marketing mix (price, product, promotion and distribution) in today's highly competitive environment; appreciate the latest trends in Green Tourism and hospitality in terms of selling and marketing; and execute sales plan. Meanwhile, promoting a particular local destination of a hospitality establishment will be the output of this course.

Pre-Requisite: HTC104,
TMP302

HTC107 3 units
ENTREPRENEURSHIP IN TOURISM

AND HOSPITALITY

This course describes the skills, knowledge and performance outcomes required to plan and develop a feasible Business Plan by understanding the nature and scope of entrepreneurship, scanning the market of potential entrepreneurial venture opportunities, and identifying and evaluating the methods of venturing into business including but not limited to starting one's own business, buying existing businesses and the process of franchising. It also emphasizes on

assessing the possible characteristics and mindset of entrepreneurs, analyzing typical entrepreneurial venture challenges, errors and rewards, identifying effective strategic management, developing product and service innovations and introducing the concepts of environmentally sustainable practices, social entrepreneurship and intellectual property management.

The students are expected to submit a business plan reflecting all the theories and principles covered in the course. They are expected to interview a successful local entrepreneur in food, hotel, or travel industry and to submit a written document/reflection of their learnings

Pre-Requisite:
HTC106

HTC108
3 units MULTICULTURAL
DIVERSITY IN THE
WORKPLACE FOR
TOURISM PROFESSIONAL

This course describes the skills, knowledge and performance outcomes required to manage multicultural diversity in workplace that covers organization's diversity policy, encouraging diversity within work teams and upholding the benefits of a diverse workplace. It should also develop the ability to communicate with people from a range of social and cultural groups with respect and sensitivity, and to address cross – cultural misunderstanding if it arises. The end goal is for the student to be equipped with social awareness and diverse understanding when serving customers and working with colleagues.

At the end of the course, students shall be able to complete industry visits both in front and back of the house operations to gain personal experiences in the actual hospitality operations. Likewise, students shall submit relevant case studies and field work relative to workplace operations.

Pre-Requisite: HTC101 &
HTC104

HTC109 **3 units**
PROFESSIONAL DEVELOPMENT
AND APPLIED

ETHICS
This course describes the skills, knowledge and performance outcomes required to develop the ability of students to become professionals in their field by understanding the ideas of improving one's personality and ways on how they are going to be valued in the business industry by means of presenting their ideas like company meetings, professional networking, interviews and through proposals of services considering the proper collaboration to their associates and

portraying professional business ethics. It also teaches writing skills and emphasize in verbal communication and preparation of plans that require them to research career options and company potentiality and stability to develop a strong and effective career pathway.

At the end of this course, students shall define personality development, describe basic personality traits and morals, and understand how these are developed. Likewise, students shall

effectively understand and described methods of changing one personality and how it will affect career choices. Moreover, students shall understand personality disorders and methods of changing such. They will exhibit excellent communication skills through individual and group activities and demonstrate critical thinking skills in various group dynamics. As culminating activity, students shall be encouraged to actively participate in sharing knowledge and experiences through identified group of beneficiaries where Lasallian core values are to be emphasized in the program content and strategies.

Pre-Requisite: HTC101, &
HTC104

HTC110 **3 units**
LEGAL ASPECTS IN TOURISM AND HOSPITALITY

The tourism and hospitality industry operates within a comprehensive domestic and international, legal and regulatory framework. This course examines this framework and covers the key principles of law applicable to hospitality, tourism, and related industries. Various legislation on business organization and several international law issues such as consumer protection, product and service liability employment and law access to natural environment will be covered. This course also examines the law regulating the issuance of visa and travel documentation, and considers the liability of the operators, agents, carriers and government instrumentalities and relation to health and safety issues (including acts of terrorism). Topics include: national and international regulation of the travel and hospitality industry; consumer contracts law; the law of carriers and inns; the duties of travel operators and agents; travel insurance law; the law of bailment; the responsibilities of travel agents and tour operators; hotel management law; liquor licensing law; catering law; gaming law; marketing law; consumer rights and complaints; the law regulating payments (including international credit card payments); the finance of carriers and inns; criminal and civil liability of people working in the travel and tourism industry.

At the end of the course, students shall complete seminar series on various travel documents required in the Philippines. A reaction paper on various cases involving the hospitality and tourism in the country will be required.

Pre-Requisite: TM305 &
TMP307

TMP301 **3 units**
GLOBAL CULTURE AND TOURISM AND GEOGRAPHY

This course shall have students analyze and familiarize themselves with specific world travel destinations, with emphasis on the exploration of geographic features, customs and traditions, population centers, visitor attractions, political, religious, language and other cultural differences as these relate to the hospitality and travel industry. Students will develop understanding as well as sense of responsiveness for cultural values and traditions that exist beyond their own culture.

Students will be able to identify international travel patterns by locating various major cities, natural wonders, historic sites, and other tourism attractions, both manmade and natural focusing as well with the major travel-generating and travel-receiving areas.

Pre-Requisite: TM305 & TMP307

**TMP302 3 units
APPLIED BUSINESS TOOLS AND
TECHNOLOGIES IN TOURISM**

This course identifies common tools, technology and techniques used in the Tourism and Hospitality industry. It includes an overview of the applications or systems composed of technical processes, methods, software and hardware that have evolved and streamlined certain functions in the workplace. These applications and systems include those used in (1) an organization's internal functions, (2) business-to-business operations (including operations with suppliers) and (3) business-to consumer transactions. The goal is to expose students to different applications so he

/ she can identify, learn, analyze and understand available devices and solutions, from which they can select the one/s that is most appropriate for the business function. Topics covered: how to utilize information technology applications; how to use various communication channels in dealing with guests and colleagues; how to access and retrieve electronic-based data; how to perform administrative and clerical procedures; how to receive and process reservations; how to source and to provide destination information and advice; how to produce applicable travel documentation, etc. The student will also learn to appreciate the impact of technological innovations to the economy, the industry, the organization's business model and to specific functions/operations of the organization. This will also ensure that the students will also know the value of including tools and technology in its business strategy.

Pre-Requisite/s:
HTC101

**TMP303 3
units
SUSTAINABLE
TOURISM**

Students will have a broad understanding of environmental issue and their impact upon the tourism industry, therefore subject areas such as pollution, waste management and biodiversity will be a primary focus. Awareness and the understanding of the implications of tourism impacts, especially on socio-cultural and environmental aspects, are

critical to properly guided sustainable tourism planning and development. The natural and cultural environments of communities and global destinations will be explored to enable students to critically interpret tourism interdependency, and the changes and development of domestic and international tourism policy. The course critically examines tourism planning as a process and as a set of techniques for sustainable tourism development. It focuses on the physical environment of tourism planning and the social, cultural and political realities of planning and policy making. Pre-Requisite/s: HTC104

TMP304 **3**
units
TRANSPORTATION
MANAGEMENT

This course discusses the general knowledge of the transportation, its role to the tourism, planning and policies. The content includes transportation systems, various aspects of tourism-related forms of transportation, modes of transportation, transportation operation including concepts and methods of analysis, infrastructure, and geographical and legal factors relating to local and international transportation. Topics include discussions of surface, air, and water transportation; organization, operations, and regulatory and marketing aspects; examination of the inter-model concept; and the social, economic, and political factors that have influenced government transportation priorities.

Pre-Requisite/s:
HTC104

TMP305 **3**
units
TOUR AND TRAVEL
MANAGEMENT

The course studies the role of the Travel Agency and Tour Operator in the Tourism Industry, leading to a better understanding of the trade and its internal workings, the role of each component in offering cost effective and good "value for money" products for its clients. It also includes topics such as tour products and its efficient development and marketing as well as a travel agency and tour operator's organization and functions. In addition to lecture classes, the students are exposed to the skills required in the travel trade, such as interpersonal and communication skills, terminologies, documentation, procedures and systems used.

Pre-Requisite/s:
HTC104

HMP306 **3 units**
INTRODUCTION TO
MEETINGS,
INCENTIVES, CONFERENCES &
EVENTS MANAGEMENT

This course examines the principles of conceptualizing, planning, managing and evaluating events, conferences, meetings, festivals, special activities, among others. Topics include the significance of conventions and events in hospitality and tourism. Lessons include discussions on event conceptualization, event design, project/event management, methods of monitoring and evaluation, physical requirements, organizing, promotions, sponsorships and handling the financial aspects of such tasks. This will give the students the skills and

knowledge to develop business strategies to get MICE business and retain the clients as well as to identify, understand, and overcome the intricate challenges of collective supplier management and engagement. This is an integration course that applies all the principles of management and foundation of hospitality and tourism courses.

Students will be exposed to creative discussions and presentation with the potential sponsors to develop a holistic quality of managing event. Furthermore, encouraging/involving target participants and attendees to support desired and identified event projects will be observed in this course.

Pre-Requisite/s:
HTC104

TMP307 **3 units**
TOURISM POLICY PLANNING
AND DEVELOPMENT

Students will be able to understand tourism planning as a process and as a set of techniques for sustainable tourism development giving importance on the physical environment and the social, cultural and political realities of planning and policy making.

Students will engage with practical planning tools and strategies, industry, government, field work, and individual and group projects to develop an understanding of tourism policy-making processes, and to gain skills in both evaluation and development of tourism plans and policies. Students will also discover tourism as a strategy for urban revitalization, conservation, agriculture, and historic preservation while promoting the value of tourism in enhancing community character, culture, quality of life and sense of place. Case studies in Philippine-setting are emphasized. Discussions will also be made on the Philippine Tourism Master Plan to allow the students an overview of what real plans are like and experience evaluation by measuring the actual achievements of the government against their plans. The course may include a field trip component.

Pre-Requisite/s: HTC104 &
TMP305

TMP308 **4**
units
RESEARCH IN
TOURISM

The course aims to educate the student in the essential research tools and skills that will be needed as to perform as managers in the tourism and hospitality industry. This course will introduce the research process from design, data collection, hypothesis testing; to reporting by featuring econometrics and other quantitative applications in business research; and research on a topic related to the tourism and/or hospitality industry. The student shall undertake a study on a topic of his/her own choice through which he/she can develop the necessary skills of planning, researching, reporting as well as the ability to write a thesis.

After successful completion of this course, students will be able to:

(1) develop an understanding and appreciation of research and the need to research, not only in tourism and hospitality, but also applicable to numerous other fields, (2) develop knowledge and skills in designing and carrying out research projects, (3) experience valuable "real-life" lessons. At the end of this course, the students should be able to gain knowledge

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

Pre-Requisite/s: ABMB1, HTC102,
HTC104

TMP309 **3**
units
FOREIGN
LANGUAGE 1

This course aims to train students to develop basic conversational skills using a foreign language. It is intended for the beginners who are learning the preferred language. It provides the students with basic phonetics and simple practical conversations needed for daily use. It also provides information on the people, their culture, customs, and traditions. It aims to carry on basic conversations such as greetings, asking for directions, shopping terminologies, bargaining, ordering food, and describing symptoms of illness and others.

knowledge and skills required for handling guest arrivals and departure. They will also be able to understand the importance of using correct communication when interacting with guests. Hence, they will develop an understanding of the role played by demographics, culture and nationality and how this can assist in interacting with guests and providing a more personalized service. In addition, learners will go through practical activities to develop confidence in handling guest requests and dealing with challenges that typically arise during a guests stay or during departure stage.

Pre-Requisite:
HTC101

TMP310 **3**
units
FOREIGN
LANGUAGE 2

This course aims to train students to develop basic conversational skills using a foreign language. Student should be able to understand technical jargon used in the hospitality industry. Supplemented with research on the culture, it aims to develop appreciation and acceptance of the peoples' diversity. The oral drills make them discover their God-given talents and potentials and provide them with the confidence to be globally competitive. The students will submit a video of their dialogues taken up during semester. Pre-Requisite/s: FL*1

TML201 **3 units**
PHILIPPINE GASTRONOMICAL

TOURISM Deals with a study of all specialized cuisines notable to every region in the Philippines with the emphasis of distinct local resources/ingredients used in cuisine preparation and presentation. It further trains the student to identify and describe various complexities and uniqueness of every dish produce in every region of the country. A mock tour guiding with emphasis on specific menu or fusion known to every Philippine will be required from the individual students. Develop Students' initiative and skills in presenting unique dishes relevant to the region.

TML202 **3**
units
FRONT **OFFICE**
OPERATIONS

Equip learners with knowledge and skills required to work as part of a Hotel reception team in accordance with enterprise standards. It deals with the theories and technicalities that govern and affect the Front Office Department's functions and operations in a day today and long term basis. Students will develop

TML203 **3**
units
PROFESSIONAL TOUR
GUIDING

An introductory course that will allow students to develop the necessary knowledge and skills to become an effective tour guide. It will provide the opportunity to take part in practical simulations at various sites in the country and in particular within Negros Occidental and gain a working knowledge of Philippine history geography, culture and heritage. Likewise, students shall gain a greater insight into the many and varied Philippine attractions. Job shadowing may be performed to strengthen interest and proficiency in the conduct of learning activities. Students shall execute actual tour guiding activity both walking tour and on board the bus. Students shall also submit reviews and analysis of various tour guiding documentaries.

Pre-Requisite: HTC103 &
HTC104

TML204 **3 units**
RECREATION AND LEISURE
MANAGEMENT

Provides students an appreciation of the other components of the hospitality and tourism industry, such as travel trends, developments and operation of resorts, hotel, golf courses and country club facilities for leisure, sports and recreation. The course is expected to provide students an appreciation of the other components of the hospitality and tourism industry. Expose the students to travel trends, developments and operations of resorts, hotels, golf courses, spas and country club facilities for leisure, sports and recreation. Appreciate the latest trends Tourism and Hospitality Leisure, Sports and Recreation. Provide the students with the concepts, theories and tools of analysis that will enable and understand and appreciate the dynamics of global and local hospitality trends as it affects the country, society/community, family and individual for students to value and practice the essentials of green tourism and hospitality.

TML205 **3 units**
SPECIALIZED FOOD & BEVERAGE
SERVICE OPERATIONS

This course shall allow students to develop and apply knowledge and skills required to work as a professional team member in a full service, license food service operation outlet. Likewise, they will be equipping with various food and beverage service techniques and effective customer service skills and attitudes which will be further developed and practiced through series of hands on activities, simulation and return demonstration. This

course will introduce basic and advance knowledge of menu development, food and wine pairing, and various styles of service.

At the end of the course, students shall execute professional practices based on the occupational food and beverage standards, suggest appropriate recommendations to enhance customer service, recognize the importance of service recovery techniques and perform opening, on-going and closing operational responsibilities in a full service food and beverage operation.

Pre-Requisite:
HTC104

TML206 3
units
CRUISE TOURISM
MANAGEMENT

This course is designed to recognize the cruise line industry as a unique tourism product; it introduces cruise line profiles, development, and trends of the cruise line industry and its world-wide port geography. It familiarizes the students the ship's facilities, special features, and target markets of key brands. Likewise, students shall gain a greater insight in different operational areas of the cruise industry and described their different functions onboard and shore side. Additionally, this course will be used as a field- base student experience that emphasizes a reciprocal relationship between the course content and the cruise community. Classroom discussion, reflective exercises, and case analysis will expose students to the growing concerns of balancing the economic benefits of cruise tourism.

Students are expected to present a management improvement plan on a specific area of the cruise ship management after their shipboard inspection and exposure trip.

Pre-Requisite: HTC101 &
HTC104

TML207 3
units
AIRLINE AND AIRPORT
MANAGEMENT

This course presents an overall introduction to the field of airline operations and management. The course describes various aspects of the operation and management in both airline and airport/ground services it provides, and how those processes work and how they can be improved vis- à-vis customers' needs. The course will cover such topics as airline organization, airline business and low-cost carriers' strategy, aircraft fleet selection, safety and security measure and aviation law. Similarly, the students will be provided with safe handling of passengers and their properties procedures as well as the efficient and effective management and operation of flights across the airways of the world.

Upon completion of the course, students are expected to obtain the basic knowledge of airline operations and management; understand both the technical side and business side of airline industry; and develop skills for majority of tasks in airline management.

Pre-Requisite: HTC101 &
HTC104

TML208 3 units
DESTINATION MANAGEMENT AND
MARKETING

This course is designed to provide students with a comprehensive review of the role, the scope and the business of destination marketing organizations (DMOs) as well as convention and visitor bureaus (CVBs). The course analyzes in theoretical and practical terms the factors that contribute to the competitiveness of tourist destinations by placing emphasis on the need for collaboration between the various stakeholders of both the public and the private sector in the management and marketing of tourist destinations. It presents as well an overview of the process of designing effective tourism hardware (attractions, etc.) and software (programs, special events, etc.).

As a result of taking this course, the students are expected to critically analyze the impact of key stakeholder groups on tourist destination competitiveness, apply relevant theory frameworks and concepts in discussing the complexity of managing stakeholders in the context of tourist destinations and use various destination design management and branding tools to conceptualize a unique tourism destination product and experience.

Pre-Requisite: HTC104 &
TMP305

HTB401 **3**
units OPERATIONS MANAGEMENT IN
TOURISM AND HOSPITALITY
INDUSTRY

Introduces the fundamental concepts of total quality management and its importance; elucidate total quality management philosophy as an approach to doing business and how it can increase productivity utilizing all of the resources of an organization and the benefits it contributes to the society. The students will develop a critical attitude in evaluating and developing a continuous improvement both personally and as a group in an assigned organizational structure. Students will adopt a company or organization that either practices TQM, or if not, to recommend to a company the benefits of practicing TQM.

HTB402 **3 units**
STRATEGIC MANAGEMENT IN
TOURISM AND HOSPITALITY
INDUSTRY

This course provides the framework for the development of strategies (both long-term and short-term) to an entire hospitality and tourism organization to carry out its goals and objectives effectively. The course covers the process of long-range planning from the context of decision – makers of the organization. Also covered are implementation issues.

In this course, students are expected to apply management knowledge in determining a hospitality and tourism business unit's strength, weaknesses and core competencies. During the duration of the course, they will undertake a business environment scan and analysis, prepare a strategic plan, and assess a wide array of options, the best strategy or thrust that a business should undertake that is not only financially beneficial to the company, but ethically and morally upright decisions.

TMPRAC1 **3**
units
PRACTICUM 1 PUBLIC SECTOR
PHASE

The practicum workload is intended to help undergraduates apply their formal

education in a real work environment. By following the instruction given in the training logbook (with an emphasis on working skills), students are required to undertake a 300-hour for every practicum subjects enrolled in various areas of tourism and hospitality industry. Practicum sites include travel

& tour operator, hotels, event organizers, airline and cruise companies, other relevant areas of exposure based on specialization/training received in school.

Close contact with a workplace supervisor/ mentor is needed as students are required to produce both a training report, with an emphasis on problem - solving and supervisors' evaluations. Attendance and participation is also required at the practicum seminars held at the start and finish of the successful practicum. Students shall acquire fundamental skills to become competent and multi skilled graduate, development personality at tuned with the industry. Likewise, they shall submit documents such as insight, daily time record, supervisor's evaluation, site evaluation, certification and other pertinent data that may be required from them.

Pre-Requisite/s: 85%-100% completion of major course
s

TMPRAC2 3 units
PRACTICUM 2 PRIVATE SECTOR

PHASE Provides an exposure to the real operations of the different public stakeholders. Practicum sites include municipal, city, provincial, regional and even non-government organization and national tourism offices. It enables the student trainee to acquire fundamental skills as a competent and multi – skilled graduate. A pre- practicum prior to industrial training and post practicum bi monthly reports are required.

Students are required to critically analyze specific area that requires enhancement to be presented to industry stakeholders for better service and performance. Students shall acquire fundamental skills to become competent and multi skilled graduate, develop personality at tuned with the industry. Likewise, they shall submit documents such as insight, daily time record, supervisors' evaluation, site evaluation, certification and other pertinent data that may be required from them. Pre-Requisite/s: 85% - 100% completion of major courses
