



# **Transferrable Skills Development in the Academe for Employability in the Tourism & Hospitality Industry**

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**University of Santo Tomas Perspective**  
Manila, Philippines





# University of Santo Tomas

## College of Tourism and Hospitality Management

# UNIVERSITY OF SANTO TOMAS

## Identity

The University of Santo Tomas, the Pontifical, Royal, and Catholic University of the Philippines, is a Dominican institution of learning founded in 1611, under the patronage of St. Thomas Aquinas.

# Mission

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The University, in pursuit of truth, guided by reason and illumined by faith, dedicates herself to the generation, advancement, and transmission of knowledge **to form competent and compassionate professionals, committed to the service of the Church, the nation, and the global community.**





**Transferable skills** play an important role in the potential employability and mobility of graduates (Stewart and Knowles, 2000) and should therefore be an important part of the tourism and hospitality management courses provided by universities.

The tourism and hospitality employers anticipate the **graduates to possess transferable generic competencies** particularly in the areas of leadership, communication, strategic thinking and decision-making in the tourism and hospitality education.





“We envision a premiere College of Tourism and Hospitality Management in the country recognized for its outstanding programs producing world class professionals”



# CENTER OF EXCELLENCE

COMMISSION ON HIGHER EDUCATION

MAY 17, 2016









# **THE-ICE FULL ACCREDITATION STATUS OF TRM AND HRM PROGRAMS**

**ACCREDITATION VISIT - FEBRUARY 22-24, 2016**

**APPROVAL OF THE APPLICATION BY THE BOARD –  
APRIL 30, 2016**

**THE ICE ACCREDITORS:**

- **DR ANDY NAZARECHUK**
- **DR RAJKA PRESBURY**





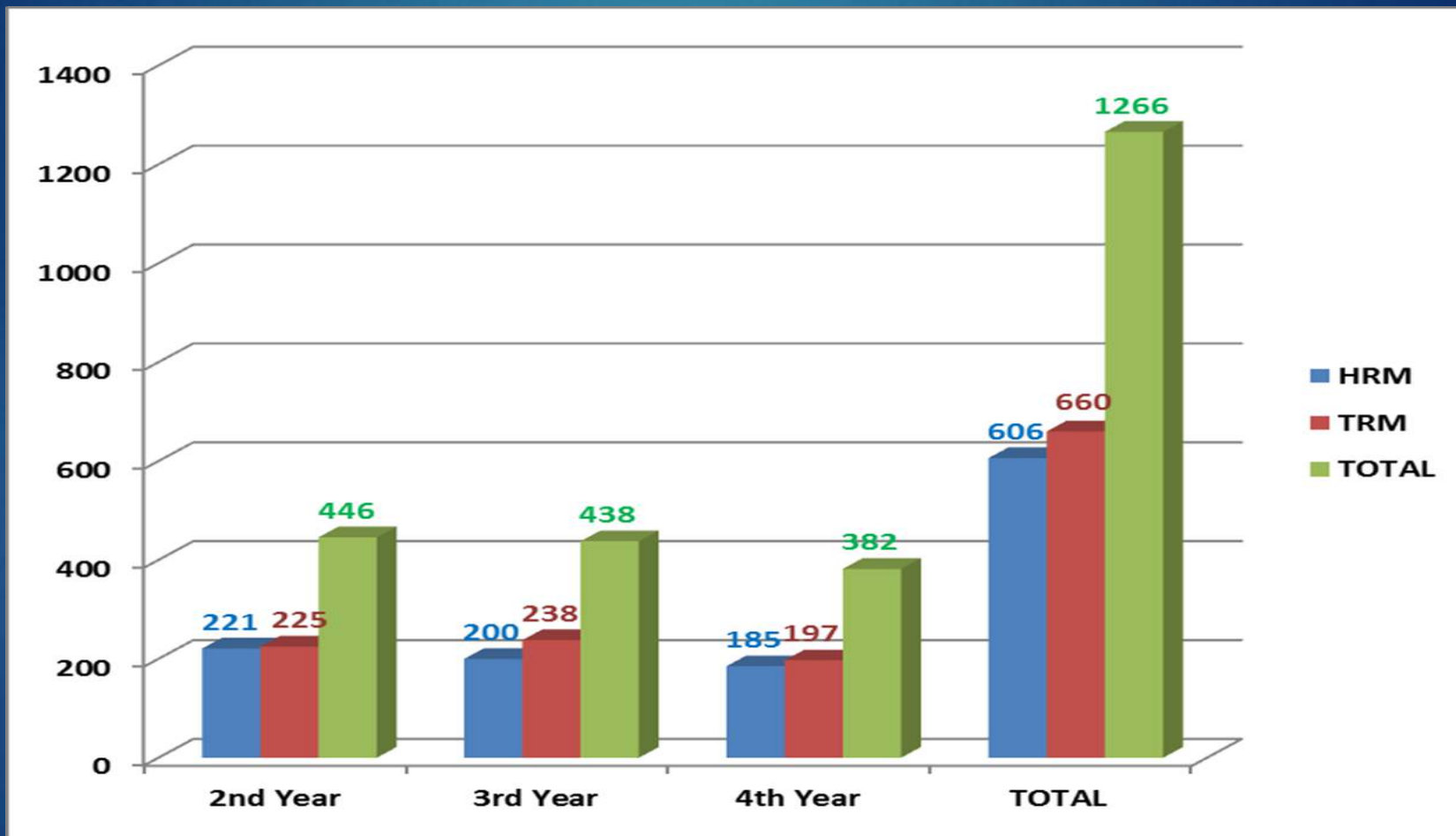
# **ASEAN INTERNATIONAL MOBILITY FOR STUDENTS (AIMS)**



**ASEAN International Mobility for Students (AIMS) Programme has been at the core of SEAMEO RIHED's educational programmes as indicated in our 4th Five-Year Development Plan to cultivate globalized human resources.**

**To SEAMEO RIHED, student mobility has always been one of the key strategic elements of cooperation leading to the development of a harmonized higher education environment among countries in Southeast Asia.**

# Enrolment Statistics for the 1st Term of 2016-2017 College of Tourism & Hospitality Management





# CHALLENGES



Employers do not believe tourism graduates have the necessary skills to work in the tourism industry (Petrova and Mason, 2005a)

The most important issue regarding the nature and purpose of the hospitality and tourism management degrees is the *relevance of the curriculum to meet both the students' expectations and needs of the hospitality and tourism industry*



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The higher education institutions ***continuously develop pools of tourism graduates every year to meet the overwhelming demand by the expanding industry.*** Unfortunately, ***few graduates are dedicated to the industry and committed to their jobs.***

Industry managers comment that young tourism graduates seem to have unrealistic career expectations. For example, they expect to get promotion from operative to managerial levels within two to three years in the hotel industry (Dewar et al., 2007)

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The challenge though is to ***make students realize how important it is to have generic competencies, how these improve their employment opportunities in a highly competitive market and that they should take ownership of these (Maher & Graves, 2007).***

They should also be aware of the needs and be able to relate their abilities to those required by employers (Yorke & Harvey, 2005). If students do not see the need or importance, the likelihood of higher education institutions managing to convince students to instill these, will be difficult (Coll & Zegward, 2002).

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Work-integrated programs have the purpose of preparing students for the workplace by identifying and developing the important competencies that are believed to be needed by employers (Hodges & Burchell, 2003). **Although institutions may have advisory committees involving industry employers to establish the currency of curricula, discussions are usually about technical skills that should be an outcome of the curricula and not the competencies that students should demonstrate.**



# Approach to Teaching and Curriculum Development



Many educational institutions in the travel and tourism industry, constantly strives to prepare students by developing and enhancing management competencies.



# CTHM Goals



The College of Tourism & Hospitality Management of the University of Santo Tomas, in line with the University's mission and vision, ***commits itself to form genuine and globally competitive Thomasian Tourism and Hospitality practitioners*** through:

***The provision of scholarly and professional expertise to meet the dynamic needs of the travel, tourism and hospitality industry while continuing to promote moral integrity, traditional values, and culture.***



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Tourism education and curriculum design at whatever level are embedded in a complex construct of influences of stakeholders, with students, employers (or the industry) and government funding bodies being the most important ones (Tribe, 2002; Smith and Cooper, 2002; Morgan, 2004).



## University of Santo Tomas College of Tourism & Hospitality Management



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Dean  
Chairman



MR. ADOLF ARAN JR  
President, Courage Asia  
Vice Chair



REV. FR. ROMULO V. RODRIGUEZ, OP, JCD  
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HRM Program Chair



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TRM Program Chair

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Ring et al. (2009) contends that the cultivation of these generic managerial competencies is assuming greater importance within the industry. **Continuous research and stakeholder consultations have to be done for the curriculum to remain abreast of the industry changes and norms (Velo and Mittaz, 2006)**



# CHEF GURU OF THE DAY

## CHEF THOMAS KORTENJAN

CHEF DE CUISINE

Walt Disney Cruise, Royal Caribbean Cruise,  
MV Mercury, MV Deutschland



## CHEF EUGENE RAYMUNDO

*FILIPINO Premier Food  
Stylist*





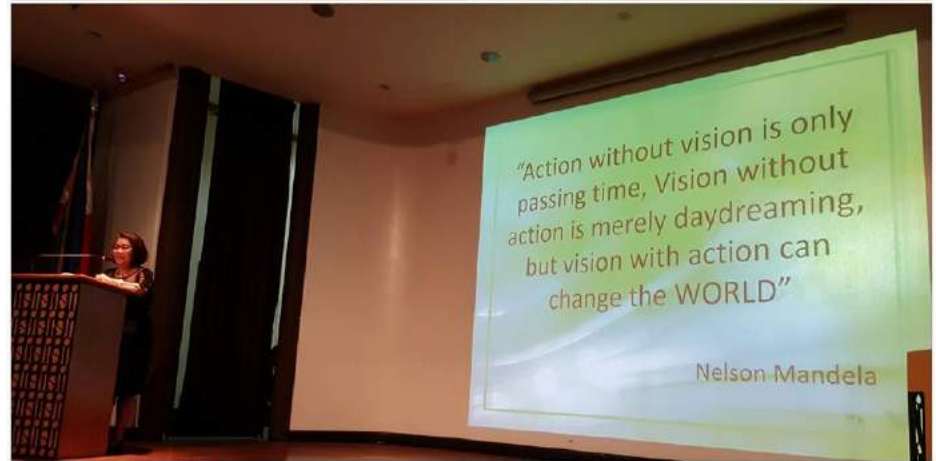
# CULINARY COURSES ENHANCEMENT ACTIVITIES

## INVITATION OF GUEST CHEFS

- **“CHEF GURU OF THE DAY “**
  - **GUEST CHEFS** CONDUCT THE LESSON OF THE DAY INCORPORATING BEST INDUSTRY CULINARY PRACTICES
  - THEY GIVE LECTURE AND COOKING DEMONSTRATION
  - **RETURN DEMONSTRATION** IS ALSO CONDUCTED WITH THE STUDENTS TO ASSESS STUDENTS' LEARNINGS
  - STUDENTS LEARN MULTI SKILLS FROM MIS-EN-PLACE, COOKING TO LIVE COOKING DEMONSTRATION SKILLS.



# Research Oral Defense and Symposium





# Meeting with Industry Partners for Practicum

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# With Philippine Airlines Recruitment Team

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# Symposia with industry resource speakers

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# GLOBAL CERTIFICATION PROGRAMS

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CERTIFIED HOSPITALITY HOSPITALITY EDUCATOR  
(CHE)

CERTIFIED GUEST SERVICE PROFESSIONAL (CGSP)

CERTIFICATION ON HOTEL INDUSTRY ANALYTICS  
(CHIA)



Starting 1<sup>st</sup> Term, 2016-2017, the HRM students will be introduced to STR Business Analytics as part of their Basic Front Office lessons.

Three HRM faculty were able to gain certification by attending the STR **“Certification in Hotel Industry Analytics”(CHIA)** seminar passing the certification examination.

The College is registered with STR with faculty receiving regular updates on lodging business analytics ‘ trends and updates.





# CTHM Goals

A sustainable academic program designed for our graduates to *secure an entry level position heading towards leadership, managerial and entrepreneurial as well as pioneering roles* in the tourism and hospitality industry;



Students have to be educated to ***think critically, be analytical and be able to use creative and new ways of thinking to solve problems and adapt easily to changes.***

Above that, they have to actively participate in **creating and shaping the future of hospitality and tourism.**

This includes a strong focus on generic skills, which are described as —those transferable skills which are essential for employability at some level (Raybould and Wilkins, 2005; Ring et al., 2009).





**We recognize the importance of business skills to tourism employers (Petrova and Mason, 2005a) and our tourism and hospitality management courses are based around these skills.**



# Tourism and Hospitality Entrepreneurship DAY

## (TOUR 128 – PROPERTY MANAGEMENT WITH ENTREPRENEURSHIP)

50 TEAMS VIE FOR ST HYACINTH BUSINESS PLAN CUP

HIGH CALIBER BUSINESS EXPERTS FOR PANEL DEFENSE

SYMPOSIUM WITH BUSINESS SPEAKERS



The Pontifical and Royal  
UNIVERSITY  
of SANTO TOMAS

College of Tourism and  
Hospitality Management



TOUR 128 ENTREPRENEURSHIP AND BUSINESS PLANNING  
*presents*

*Tourism and Hospitality Entrepreneurship*  
**THE 2015**  
APRIL 28-29, 2014  
UST BGPOP BUILDING

*Encounter*  
new opportunities

*Enhance*  
academic experience

*Engage*  
the world of business



**The 2nd St. Hyacinth Business Plan Cup  
Business Plan Defense**  
Room 905, BGPOP Building, UST  
April 28, 2015  
TRM (9am to 12nn), HRM (1pm to 4pm)

**Business Plan Poster Exhibit and  
Marketing Presentation**  
9th Floor, BGPOP Building, UST  
April 28, 2015  
9am to 12nn

**Business Plan Symposium and  
Awarding Ceremony**  
Medicine Auditorium, 4th Floor Medicine Building, UST  
April 29, 2015  
9am to 12nn



# BUSINESS PLAN POSTER COMPETITION



# **MR. MIGUEL ENANO**

## **1<sup>ST</sup> PLACE INTERNATIONAL WINNER**

### **Virtual Business Hotel Simulation Competition 2015**

**Knowledge Matters Announces Miguel  
Enano , 1<sup>ST</sup> PLACE Winner**

**1st ICHRIE & Collegiate DECA**

**Virtual Business Hotel Competition**

**November, 2015**

**90 SCHOOLS FROM ASIA, USA and EUROPE**



# BUSINESS PLAN NATIONAL INTER-SCHOOL COMPETITION WINNER

**Ms. Hyacinth Jeaned  
Barros**

**Gold Medal**

**Food Cart Business  
Proposal under P 5,000  
Pesos**

**GRAND CULINARY  
CHALLENGE competition.**

*She presented a healthy  
juice cart business, "Juice  
Co."*





**Theoretical modules are designed to develop general intellectual skills** which have always been associated with higher education. They enrich the students' way of thinking, analysis, discussion and reflection.

**Research Methods in Tourism and Hospitality, for example, develops research and information retrieval skills, as well as analytical techniques.** It also teaches students how to use different research methods to produce outputs in the local and international research arena.





UNIVERSITY OF SANTO TOMAS  
COLLEGE OF TOURISM AND HOSPITALITY MANAGEMENT

THIRD ST. HYACINTH RESEARCH PRESENTATION

# TRANSFORMING RESEARCH INTO PRACTICE

IN THE TOURISM AND HOSPITALITY INDUSTRY

OPENING CEREMONY &  
3MT COMPETITION  
APRIL 19, 2016  
1PM TO 5PM  
TARC AUDITORIUM

PARALLEL SESSIONS  
APRIL 20 & 21, 2016  
8AM TO 6PM  
8/F BUENAVENTURA GARCIA  
PAREDES O.P. BLDG.

**3MT** THREE  
MINUTE  
THESIS  
FOR STUDENTS OF THE UNIVERSITY OF QUEENSLAND



ASIA-PACIFIC  
**CHRIE**  
BANGKOK 2016

## 14<sup>th</sup> APacCHRIE Conference

*"Crisis Management and Business Continuity in the Tourism Industry"*

11-13 May 2016 at Dusit Thani Bangkok

Hosted by Dusit Thani College

## 2nd Global Tourism and Hospitality Conference

16-18 May 2016 · Hong Kong

THE HONG-KONG  
POLYTECHNIC UNIVERSITY  
香港理工大學

School of  
Hotel & Tourism Management  
酒店及旅遊管理學院

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It is not advised that competencies be taught as a form of a check list but be **integrated and contextualized into a curriculum** (Bath, et al., 2004).

# Skills – Based Courses

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## ❖ Tour Guiding

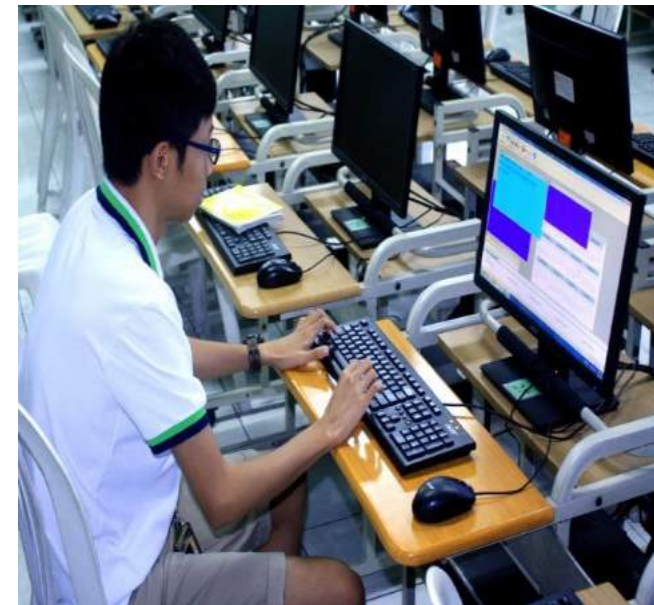
❖ Mock Tour Guiding in Metro Manila

❖ application of the concepts and practices of Tour Guiding.

## ❖ Airline Operations and Computer Reservation System

❖ use of a Global Distribution System (Galileo Travelport)

❖ airline operations.





# Skills – Based Courses

## ❖ Tour and Travel Operations and Management

❖ understanding and training of the basic operations of tour and travel agencies.

❖ **Tourism Planning and Development** tourism planning processes and approaches used to develop destinations,

❖ attractions and tourism-related establishments from the international, national and local levels.

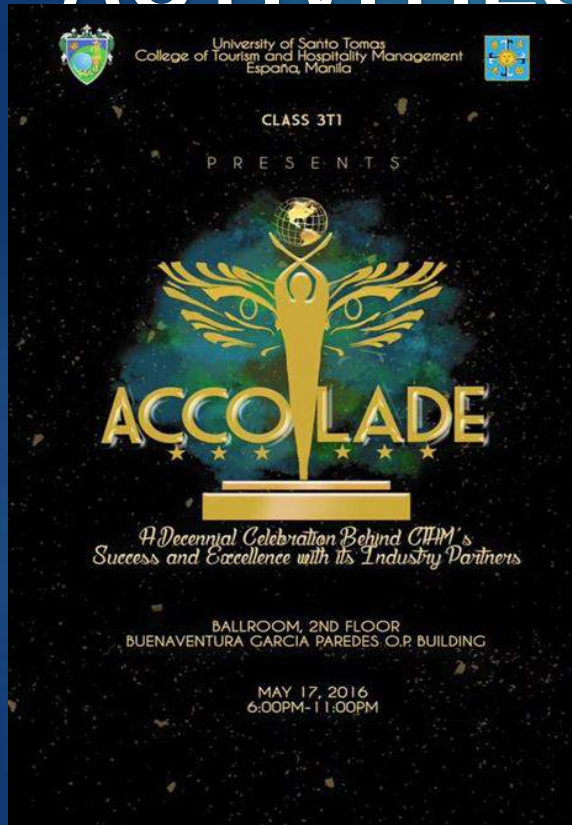




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Employers are expecting graduates to be work-ready and demanding a range of competencies and qualities of them (Yorke & Harvey, 2005). **Educational institutions should be critical of their program offerings and question if they are nurturing the appropriate competencies and consider how best to ensure these are developed (Kember & Leung, 2005).**

# TRAVEL EVENT ACTIVITIES



# MANAGEMENT MANAGEMENT



# COMPETITIONS

TO ENHANCE GLOBAL COMPETENCIES





# GLOBAL COMPETITIONS

**STUDENTS ARE  
ENCOURAGED TO  
JOIN LOCAL,  
NATIONAL AND  
INTERNATIONAL  
COMPETITIONS.**

**FACULTY PROVIDE  
COACHING AND  
SUPPORT TO  
CONTESTANTS.**





# PATIMPALAK NG KASUOTANG FILIPINO 24<sup>th</sup> PHILIPPINE TRAVEL MART (PHILTOA)

## Patimpalak ng Kasuotang Filipino

Creation of Filipino inspired formal attire for male and female using indigenous fabrics. It is participated in by promising amateur fashion designer and models who are bona fide students of participating institutions.

**Ms. Trixia Nicole Alda,**  
a Travel Management graduating student  
from class 4T5, was declared champion of the  
said competition.







**12 - 15 April 2016**  
**Tuesday - Friday**  
**Singapore Expo**



BRONZE	588 Sheng-Hao, Huang	LYCEUM OF THE PHILIPPINES UNIVERSITY	PHILIPPINES
	751 Vargas, Christian Randolph		
	281 Joelina Dela Cruz	WIND OCEAN FOOD HALL	TAIWAN
	191 Chung, Huai-En		
BRONZE	406 Chen, Ying-Jun	UNIVERSITY OF SANTO TOMAS	PHILIPPINES
	977 John Mark G Tolosa		
	235 Maximilian Joseph R Dela Cruz	GRAND PARK HOTEL CITY HALL	SINGAPORE
	428 Chen Pin Hung		
BRONZE	515 Zeng Wei Jun		



# CTHM Goals

Strong linkages between and among industry, government and educational institutions, both local and international, *via collaborative research works, community development, and professional consultancy programs.*





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Most studies consider the **inclusion of industrial attachment/internship** as an integral part of a tourism and hospitality degree programme (Heaton et al., 2008; Archer et al., 2008; Martin et al., 2010). Work placements **can provide the ‘bridge’ necessary for new graduates** even before they have completed their degree course whilst at the same time making a significant contribution to the employing organization (Heaton et al., 2008).

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**The time spent in real life situations gives students the opportunity to apply abstract concepts learnt in the classroom.** The soft skills are handled in a realistic manner rather than trying to simulate opportunities by carrying out role play or similar teaching methods in a classroom experience (Tovey, 2001; Waryszak, 1999).

# Skills – Based Courses

❖ The course **Practicum** is a supervised work experience in tour and travel operations, airline operations, tour guiding, Department of Tourism programs in tourism development and marketing, convention centers and other allied tourism establishments.





Meet and assist service – helping the elderly



# HOTEL PRACTICUM IN ACTION

Hospitality students are given the opportunities to acquire knowledge and skills and develop right attitude at the workplace for 600 hours.

The hands on training acquaints them with the necessary exposure needed to prepare them for their future jobs.

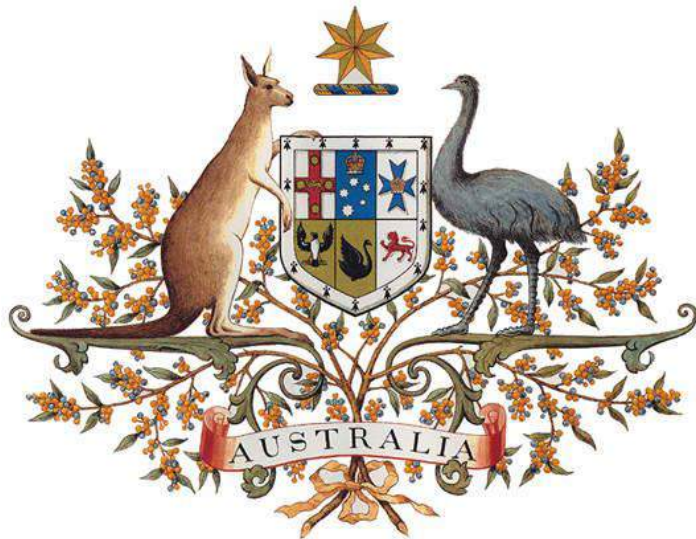


**HRM 105 Food Cost Analysis and Control**



# Linkages – Industry Partners

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The Department of Foreign Affairs and Trade of the Australian Embassy in Manila entered into a partnership with UST-CTHM for its internship program where the practicum reports to the Public Affairs Department.

# Linkages – Industry Partners for Practicum Program

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**TURKISH AIRLINES**



# Linkages – Industry Partners for HOTEL INTERNSHIP Program

Sofitel

Solaire

City of Dreams

Dusit Thani Hotel

Pan Pacific Hotel

Marriott International

Ascott

City of Dreams

Fraser International

Peninsula Manila

SEDA Hotel

Shangri-la Hotels





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**Work-based learning** also provides graduates with comprehensive skills desired by potential employers, in particular the **development of behavioral people skills'** such as **self confidence, communication, understanding work culture, work ethics, customer relationship, time management, initiative and relationship building and developing a sense of professionalism** (Archer et al., 2008; Martin et al., 2010)

# IN-CAMPUS HOTEL PRACTICUM

**LATIN QUARTERS**

**READERS CAFÉ**

**DOMUS INTERNATIONAL RESIDENCE**

**HOTEL 1611**

**ASEAN COMPETENCIES ARE INCORPORATED IN OUR HRM  
TRAINING PROGRAM .**

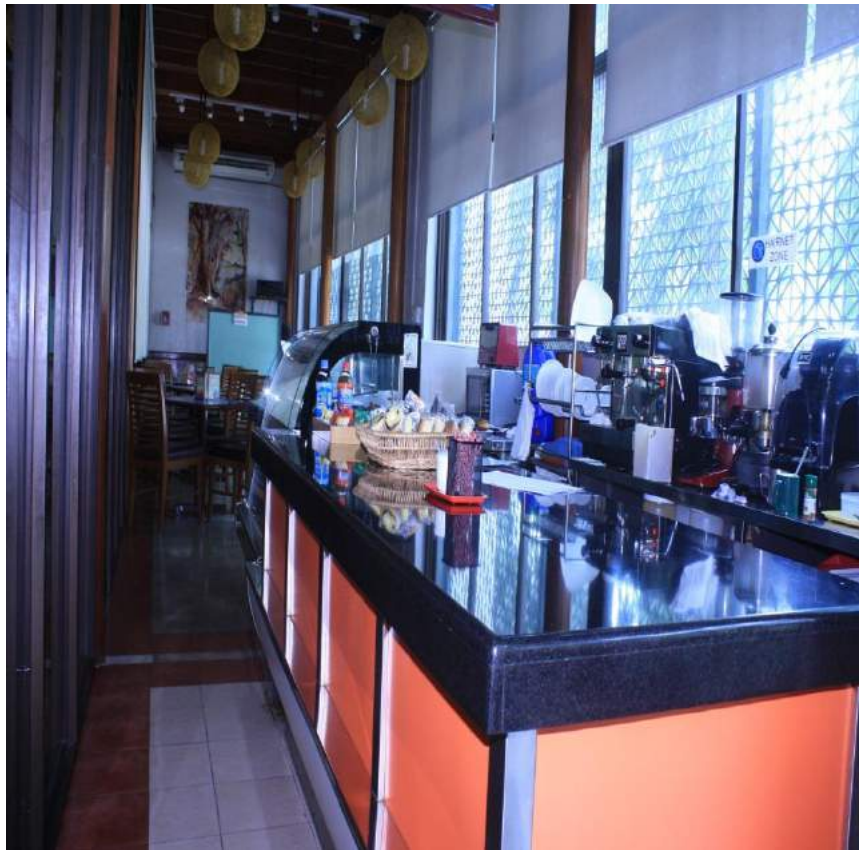
# LATIN QUARTER CAFÉ AT THE GRADUATE SCHOOL

- A FOOD SERVICE TRAINING FACILITY RUN AND MANAGED BY OUR STUDENTS



# READERS' CAFÉ AT THE CENTRAL LIBRARY

**-A FOOD SERVICE TRAINING FACILITY RUN AND MANAGE BY OUR STUDENTS**





# **DOMUS MARIAE INTERNATIONAL RESIDENCE (HOSTEL)**



# HOTEL 1611

## IN CAMPUS 12-ROOM TRAINING LABORATORY HOTEL



MARIA CECILIA A. TIO CUISON UST MANILA PHILIPPINES

# GUEST RESERVATION USING MICROS OPERA BY ORACLE

**STUDENTS ARE TAUGHT THE FUNDAMENTALS OF HOTEL RESERVATION SYSTEM USING MICROS OPERA.**

**THE MICROS GUEST RESERVATION SOFTWARE IS USED TO GIVE THE STUDENTS THE OPPORTUNITY TO ACQUIRE THE NECESSARY KNOWLEDGE AND SKILLS IN PROVIDING GUEST ACCOMODATION SERVICE FROM INQUIRY TO CHECK-IN AND CHECK-OUT.**



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Higher Education institutions offering such programs have the infrastructure of physical facilities that allow for the teaching of technical skills such as reception proficiency, culinary methods and service to customers, which students will need in the workplace environment. These **technical skills are then transferred to the real work environment by the students having a compulsory semester of work-integrated learning** (Crebert et al., 2004; Fleming & Eames, 2005).



# QUANTITY COOKERY at the St Hyacinth College Cafeteria

**Students run the cafeteria**

**Plan the daily menu**

**Conduct recipe testing**

**Prepare market order**

**Cook the meals for the day  
for 200 persons**

**Serve the meals**

**Prepare daily sales reports**



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At best, industrial attachment only —adequately prepare graduates for the realities of hospitality and tourism management provided both supervisors (academic and industry) effectively facilitate the integration of learning (Whitelaw, 2003; Martin et al., 2010).

# Cultural Exchange Programs – Learning Outcomes

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**At the end of the Cultural Exchange Programs, students were able to:**

- ❖ Analyze the value of foreign cultures to be able to adapt to the global community;
- ❖ Acquire new knowledge and skills from the foreign countries to be able to apply them in their future profession;
- ❖ Adapt to the global culture to prepare the students in becoming well rounded professionals.

# Cultural Exchange Programs

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## ASEAN Plus Three Tourism Youth Summit 2015

- ❖ ASEAN Plus Three (China, Japan, and Korea) Tourism Youth Summit 2015
- ❖ Theme: “Building the Future through Culture, Identity, and Community”
- ❖ 28 September to 03 October 2015

South Palms Resort in Panglao, Bohol  
Radisson Blu Hotel in Cebu City

- ❖ Kimberly Ann Sevilla, a senior Travel Management student the University of Santo Tomas





# Cultural Exchange Programs

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## ASEAN Japan Cultural Exchange Program for Tourism Students

- ❖ **Welfredo Artigo, Jr.** from Class 3T2 joined ASEAN Japan Cultural Exchange Program for Tourism Students held in Tokyo and Nagano, Japan last November 09-14, 2015.
- ❖ ASEAN- Japan cultural exchange program is a project of the ASEAN Japan Centre in cooperation with the countries of the southeastern region of Asia.



# Cultural Exchange Programs

## ASEAN Plus Three Tourism Youth Summit 2016

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- ❖ ASEAN Plus Three Tourism Youth Summit
- ❖ June 19-24, 2016 ,
- ❖ Siquijor and Dumaguete
- ❖ Declaration on a common vision and purpose towards a strengthened understanding of the youth's role in seeking sustainable and inclusive tourism development in the ASEAN Plus Three Countries
- ❖ **Ms. Samantha Armamento**, a fourth year Travel Management student
- ❖ The current president of the Students' Tourism Society.



# Cultural Exchange Programs

## Cultural Exchange and Spanish Language Program in Colombia

- ❖ ELE-FEALAC, a Colombian government initiative addressed to East Asian Countries, members of the East Asia-Latin America Cooperation (FEALAC).
- ❖ 4th edition, first time opened for students
- ❖ Volunteers Colombia
- ❖ **Mr. Fred Alamzan**
- ❖ only student representative from the Philippines.



# Cultural Exchange Programs

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## Global Young Leaders Tourism Camp

- ❖ Last July 19, 2016, the Korea Tourism Organization, Ministry of Culture, Sports and Tourism and the RedCap Tours conducted the first ever Global Young Leaders Tourism Camp at the Konkuk University in Seoul, South Korea.
- ❖ Our very own, **Ms. Patricia Alexis C. Canoza**, a junior Travel Management student was chosen by KTO Manila to participate in the said international camp.





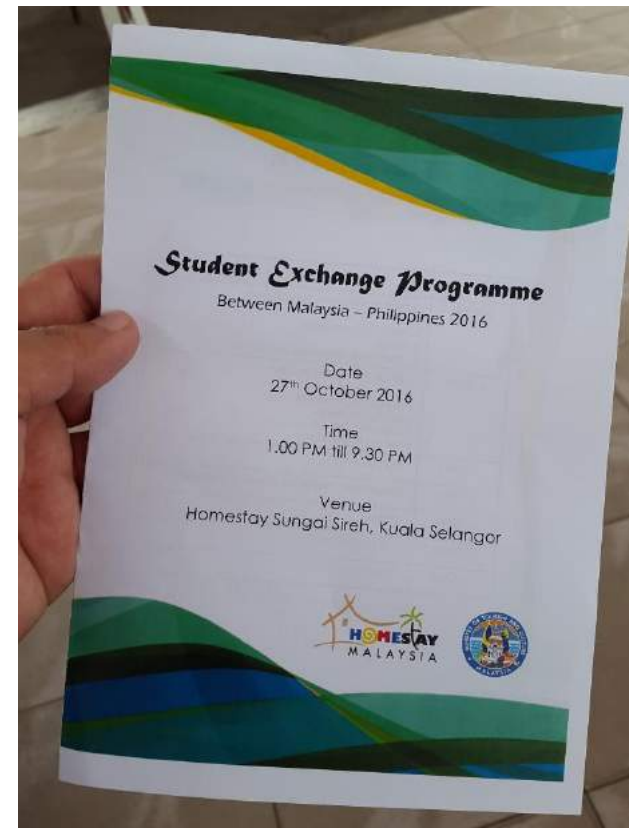
# Cultural Exchange Programs

## Malaysia-Philippines Bilateral Tourism Youth Exchange Program 2016



# Cultural Exchange Programs

❖ The delegates had an opportunity to immerse to Malaysia's countryside culture through its homestay program.



# Linkages – Industry Partners

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Korea Tourism Organization Manila Office undertakes to appoint UST College of Tourism and Hospitality Management as one of its Korean Tourism Supporters. It supports UST-CTHM's case study tour programs in Korea to facilitate Korea's tourism and travel opportunities in the Philippines.

# Linkages – Industry Partners

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**The Alliance Française de Manille (AFM) and Goethe Institute** are among the most prominent foreign cultural institutions in the Philippines. Organizations committed to promote French and German language and culture.

encourage friendly relations with Filipinos through educational and cultural programs.



# Linkages – Government and Industry Partners

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ASSOCIATION OF HUMAN RESOURCES MANAGERS  
IN THE HOSPITALITY INDUSTRY



AAHRMEI  
aahrmei.org.ph

# International Affiliations

The UST College of Tourism and Hospitality Management is also proud to become affiliated with the following organizations:



International Centre  
of Excellence in  
**Tourism and Hospitality  
Education (THE-ICE)**

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The nature of tourism and hospitality management is ideal **to utilize work-integrated learning as a method of transferring classroom activities to the work place.**

# Work-integrated learning

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It is considered an educational strategy where learning in the classroom alternates with learning in the workplace (Jones & Quick, 2007) and allows for the competencies of students to be developed and nurtured by the mentors.

*It is “a teaching and learning strategy that integrates meaningful community service with instruction and reflection to enrich the learning experience, teach civic responsibility, and strengthen communities.”* (National Service Learning Clearinghouse)





# Pasko sa Pamayanan

As the Student Council had a Community Development in collaboration with the CTHM local Organizations at Sitio Galilee, Antipolo, The Students Tourism Society hosted games such as newspaper dance, sack race and the longest line. It was definitely a delightful day as everyone enjoyed the Paskuhan sa Pamayanan!

# IN SERVICE LEARNING

## Volunteering and Mentoring IN COMMUNITY SERVICE PROGRAMS



# Araw ng Katutubo 2015





# *Araw ng Katutubo*

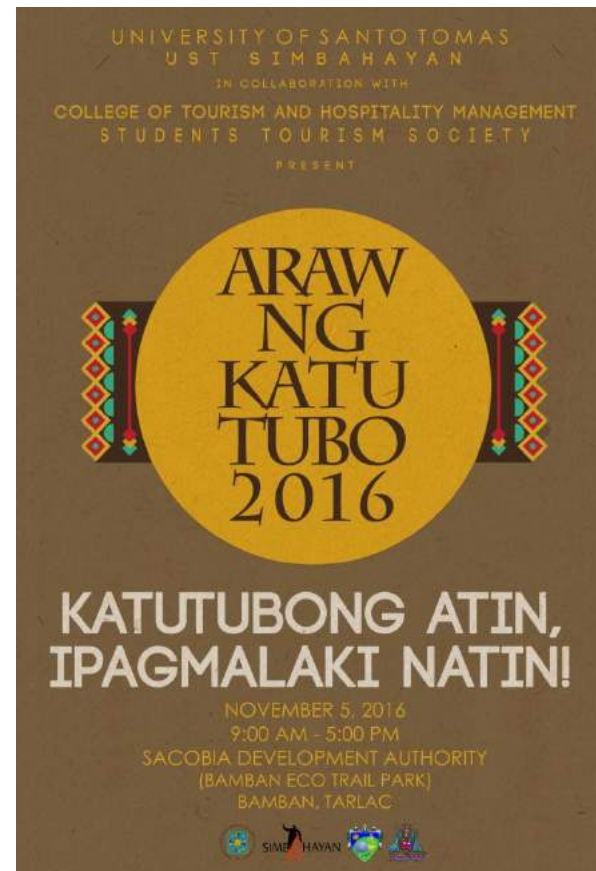
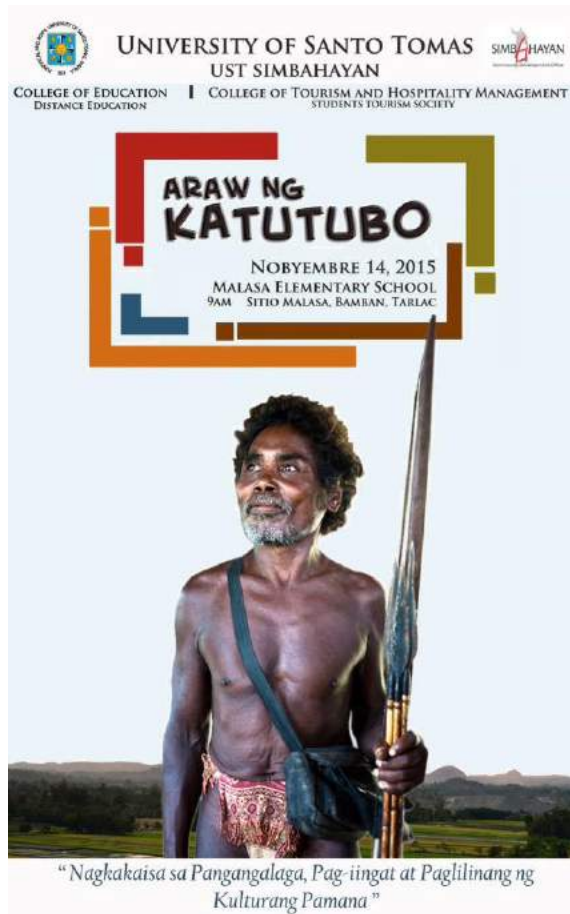
Araw ng Katutubo is an annual event celebrating the cultural identity and pride of the university's IP partner communities.

Partner IP Communities (Beneficiaries): *Sitio Malasa, Sitio Mabilog, Sita San Martin, Sitio Sta. Rosa at Buok, and Sitio Haduan in Bamban, Tarlac.*



# Araw ng Katutubo

(Indigenous People's Day)







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Typically, **community engagement is incorporated into a course or series of courses by way of a project that has both learning and community action goals. This project is designed via collaboration between faculty and community partners, such as non-governmental organizations or government agencies. The project asks students to apply course content to community-based activities.**

# “ISKULINARIA” BY HRM Student Society

**A scholarship program focused on providing high school graduates a vocational course in the field of culinary.**

**Phase 1: 3-day Basic Course the basics/fundamental of cookery, bread and pastry making.**

**Phase 2: 2-Day Advanced Course cookery, bread and pastry making.**

**Phase 3: 100-Hour OJT Assistance**





# Tourism Planning and Development Immersion

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Formulate a Tourism Master Plan of the municipality focusing on site level

**Mangrove Tree Planting –  
Dasol, Pangasinan**





# Triple Wedding

This community extension program aims to highly encourage three couples to engage in the sacrament of matrimony to enable them to raise a family with strong faith in God.

This event is a collaborative effort of the College of Tourism and Hospitality Management which involves the Administrators, Faculty Members, Support Staff and Students.

A complete wedding event is organized for the three couples who are not financially capable of having one.



# During the Reception





# Pistang Tomas 2016: Pamana ng Lahi Tour

The Students Tourism Society together with UST Simbahayan in Celebration of Pistang Tomas 2016 executed an Intramuros-Binondo Tour for the different partner communities of UST last January 28, 2016. An activity to enhance the knowledge of our partners in Filipino culture and history.



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To quote Vanderbilt University's Janet S. Eyler (winner of the 2003 Thomas Ehrlich Faculty Award for Service Learning) and Dwight E. Giles, Jr., it is

*“a form of experiential education where learning occurs through a cycle of action and reflection as students. . . seek to achieve real objectives for the community and deeper understanding and skills for themselves. In the process, students link personal and social development with academic and cognitive development. . . experience enhances understanding; understanding leads to more effective action.”*



# CTHM: Aliwan 2016

The culminating activity served as the **closing ceremony of this year's college week.**

A variety show was organized by Student Council and was participated by the students, faculty members and the college administrators.

Song and dance numbers, and a fashion show were showcased by the CTHM community



# Saplot 2015

“SAPLOT 2015: Converging the flare of **tourism and nature’s splendor**” in connection with raising awareness for both floras and faunas.





# Tour at the Museo Pambata and Rizal Park

aims to educate underprivileged children and provide them with recreational activity through an excursion. This is a significant project of Travel Management students that gives experiential learning and joy to less fortunate children through a guided city tour.



# HOSPITALITY MANAGEMENT SEMINAR ON INSTITUTIONAL HOUSEKEEPING

## **COMMITMENT TO ENVIRONMENTAL SUSTAINABILITY THRU HOUSEKEEPING GREEN PRACTICES**

aims to equip student participants with the necessary skills and knowledge on proper housekeeping procedures.

At the end of the course, the participants were able to understand the importance of good housekeeping and workplace organization through green practices







Most of our students are ‘non-traditional’, so there is a great need to empower all of them with skills and experience that will help them in their careers, in a competitive and ever-changing market



MARIA CECILIA A. TIO CUISON UST MANILA PHILIPPINES





Thank you.

