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2015 Fellow of THE-ICE

Roberto P. Laurel “President Bobby”

President, Lyceum of the Philippines University (LPU) – Manila, Makati and Cavite Campuses



President Atty. Roberto Laurel “President Bobby” is an unassuming yet outstanding professional, a great visionary leader with passion for quality education. Following the footsteps of his grandfather, former President of the Philippines, Jose P. Laurel and his father, Senator Sotero H. Laurel, President Bobby sees the need to ensure quality education in field of tourism, hospitality and education (TH&E) is accessible to as many students as possible in various locations throughout the Philippines. With the strong and enthusiastic support of President Bobby, LPU and the TH&E programs of the College (CITHM) achieved the following ‘FIRST’s in the Philippines and accolades in the national and global arena:

- The first university to embrace and use the term ‘Hospitality’ in an academic setting;
- The first to offer a specialization in Cruise Line Management, in recognition of the growing demand for employees in the cruise line industry, and the good fit of Filipinos in this area;
- The first to pursue and be granted international accreditation with THE-ICE for all TH&E programs across all four campuses;
- The first to establish and develop partnership with the leading culinary and hospitality brand in Asia – Dusit Thani International and Dusit Thani College for educational collaboration;
- Recognised by and awarded by the Commission on Higher Education (CHED) as the:
 - ~ Centre of Excellence for its Hospitality Management and Tourism programs in LPU Manila and Batangas campuses, the highest recognition and only one in the region and in the Philippines;
- Level III (tourism) and IV (hospitality) accreditation for its outstanding programs from the Philippines Association of Colleges and Universities Commission on Accreditation (PACUCOA).

It is worth noting that President Bobby, together with the Co-President, approved the construction of The Bayleaf Hotel in Intramuros (TBI) as the research and teaching hotel of the CITHM. Since its opening in 2011, TBI has earned several awards:

- Trip Advisor’s Travellers’ Choice Award & Certificate of Excellence
- Gold Circle Award from AGODA

President Bobby further supports the expansion of the teaching hotel brand/concept with a new facility soon to be available at the Cavite campus and another campus and hotel in Davao City. Thanks to President Bobby’s commitment to the ongoing expansion of LPU’s TH&E education, the LPU Culinary Institute in Manila has now also expanded to the other campuses to ensure the strength of students’ culinary skills, a growing interest area. With the above significant contributions and achievements of President Bobby in the provision of quality TH&E education, he was bestowed with the prestigious Fellow of THE-ICE award for outstanding professional in 2015.