



# 7 Ms in

Assoc. Prof. Eric B. Zerrudo PhD

Director

Center for Conservation of Cultural Property and Environment in the Philippines

Graduate School

UNIVERSITY OF SANTO TOMAS

# 4IR

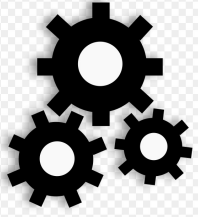
# The Fourth Industrial Revolution

The world lacks a consistent, positive and common narrative that outlines the opportunities and challenges of the fourth industrial revolution, a narrative that is essential if we are to empower a diverse set of individuals and communities and avoid a popular backlash against the fundamental changes underway.



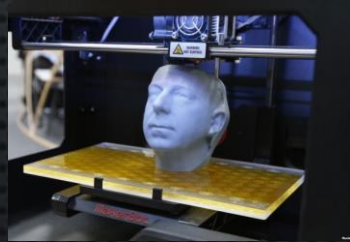


# MEGATRENDS

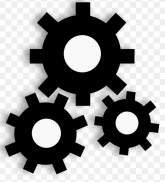


# Drivers

ALL NEW DEVELOPMENTS AND TECHNOLOGIES HAVE ONE KEY FEATURE IN COMMON: THEY LEVERAGE THE PERVASIVE POWER OF **DIGITIZATION** AND **INFORMATION TECHNOLOGY**.







## According to the Millennial Generation Research Review, Today's Generations are:

	<b>BORN</b>	<b>AGE (IN 2012)</b>
GI Generation	1901-1924	88-111
Silent Generation	1925-1946	66-87
Baby Boom Generation	1946-1964	48-65
Generation X	1965-1979	33-47
<b>Millennial Generation</b>	<b>1980-1999</b>	<b>13-32</b>
Generation Z	2000-	12 and under



multi-taskers, community-oriented, politically engaged, self-absorbed, self-promoting, patience is not a value

BACKGROUND

# THE MILLENNIAL GENERATION



***Simultaneous attention:*** an overload of textual, visual, oral, audio, tactile, mobile sources of information

***Techno Savvy:*** a wired information technology containing commands on icons for audience to navigate and search for their own interest

***Affectual Rather than Pedagogical:*** an experience that entertains and affects which eventually leads to learning. Enjoying foregrounds the readiness of the audience to learn

***Instantaneity:*** engagement that leads to immediate results and feedback in real time

***Selfie:*** the self should be projected in images, opinions, reactions, that they become part of the whole scenario and provides a sense of ownership and achievement.

CONCLUSION

ENGAGING THE MILLENNIAL AUDIENCE






Filipino Brand of Service nationwide participants



## MYTHOLOGICAL APPROACH

## ARCHAEOLOGICAL APPROACH

- 
- SUPREME BENG
  - OTHER DIMENSIONS (OTHER THAN EARTH/OTHER THAN PHYSICAL)
    - NATURE/CULTURE LINK
  - IMAGE AND LIKENESS (ANTHROPOMORPHIC)
  - INTERACTION WITH OTHERS LIVING AND DEAD



## Prefixes: Ka and Mag

**KA:** indicates a state of relationship; companion, partner, fellow, mate

E.g., kaeskwela, kaklase, kasama

**Ka:** indicates a relationship of membership;

E.g., kaanib, kasapi, kasama

**MAG:** involves two persons or things in a particular relationship: mag-ama, (father and child); mag-bayaw (brothers-in-law).

If mag is combined with ka and noun (mag+ka+noun):

This combination focuses on the activities of the agents and the fact of mutuality.



## **First Value : MAKAMAYLIKHA/ MAKADIYOS**

Respect for Divine Providence/ Spiritual

There are practical ways to show our spirituality as a tourism worker. We can show this by being honest in all of our dealings with the guest, and not taking advantage of them.

**We show this by doing the right thing all the time!**

## **Second Value :MAKATAO**

Hospitality, Family-Orientedness, Inter-Personal Relations and Sense of Belonging  
(*Tuloy Po Kayo, Pagpapahalaga sa Pamilya, Pakikisama*)

It has always been said that Filipinos are naturally hospitable. When guests come to visit our homes, we go all out to make sure we give them the best of what we have to offer.

**We give them our personal touch without being over-familiar or over-stepping our boundaries, because we value them as one of our own.**

Filipinos are also naturally friendly that we can that we can easily work together with our colleagues and other people.

The image features the letters '7M' in a large, bold, yellow font. The '7' is a simple vertical bar with a horizontal top bar, and the 'M' is a stylized, blocky letter. The background is a dark, textured pattern of small white dots.



**7M**

### **Third Value : MAKAKALIKASAN**

No matter what, Filipinos have protected our natural heritage for the longest time.

Now, the tourism workers are best stewards of the environment and culture for sustainability: Guides always ensure that our ecology are protected not only for sustainable tourism but more importantly for the future of our nation. By protecting our nature we also conserve our culture which depends on it.

Hotels and resorts are also doing their share to save the environment by adhering to green practices. LGUs are also going environmental by doing Clean and Green activities and now more are observing carrying capacities in our tourist destinations.

**We all have responsibility to preserve and conserve**

### **Fourth Value : MAKABAYAN/MAKABANS A (Patriotic)**

Using the words of Gat Andres Bonifacio, “Aling pag-ibig pa ang hihigit kaya, Sa pagkadalisay at pagkadakila  
Gaya ng pag-ibig sa Tinubuang lupa?”

Nation building is everybody’s responsibility, we have the important role as Filipinos in paying the right taxes, in respecting our laws and ensure that our guests also observe it.



## **Fifth Value :**

### **MASAYAHIN**

**(Sense of Humor)**

Using humor is a good way to lighten the mood of a complaining customer. Using humor when we say our spiels during our tour guiding excursions with our guests makes the tour more lively and interesting. Foreigners marvel at the way we can still smile in the face of great difficulty.

**If we remember to use the power of our smile and the power of our sense of humor while doing our work, our guests will leave with great memories of their stay in the Philippines.**

## **Sixth Value : May Bayanihan**

Many say that the “Bayanihan” spirit is so unique to Filipinos that there is no direct foreign translation to it. Yet every Filipino know the importance of working together as one to reach the desired goal.

**Every action leads to an impression, if we don't work together and assist one another, then we might miss better opportunities for the tourism industry.**

**Let us all work together for a better, brighter Philippine tourism industry.**

**7M**



# Seventh Value : May Pag-asa

(Resiliency and )Hope

# 7M

The last great Filipino value is our resiliency as a people because we always keep alive our hope. “*Habang may buhay, may pag-asa*” is a familiar line we hear from Filipinos who are going through adversity or difficult times.

**We never give up, no matter how difficult our customer is**



- Multidimensional wholeness of Life - we respond to life synergistically that is a cooperative action of all the sense, faculties or levels of being (introduction, name, province, family, hobbies, education, salary)
- Highly participatory- Filipinos demand collective, equal participation in decision making and self determination. Involved in everything- gossip to social media to mainstream news to official declarations.
- Kapwa based culture- based upon the culture of the spirit rather than that culture of power or culture of wealth. Kapwa is defined as shared identity (Virgilio Enriquez). Relationships are more important than economic power.
- The other person is also yourself- a unique human obligation to treat one another as equal fellow human beings.



4IR  
GLOBALIZATION  
Connectivity  
(Pagkakaugnay-ugnay)

7Ms  
Localization  
Holistic  
(Malasakit)



**Thank you!**