



Program Title	Global Network Week (GNW) A Management Course on Sustainable Tourism
Schedule	12-16 March 2018
Faculty	Prof. Fernando Y. Roxas, DBA https://aim.edu/faculty-and-staff/core-faculty/fernando-martin-y-roxas-dba
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A. Program Description

The Global Network Week (GNW) program is an initiative of the Global Network for Advanced Management (GNAM) designed to provide students from participating Global Network schools with a rich global immersion experience. The program was piloted last 04-08 March 2013 with over 200 students from five participating schools. Since then, the GNW has been conducted every March and October. Twenty-two GNAM-member schools have hosted for a week and approximately 3,000 students have participated in the GNW. For detailed information about participation, please refer to the Facts & Figures section of the GNW tab on the GNAM website (<http://advancedmanagement.net/>).

On 12-16 March 2018, the W. SyCip Graduate School of Business (WSGSB) and the Dr. Andrew L. Tan Center for Tourism (ALT-CFT) of the Asian Institute of Management (AIM) in the Philippines will be holding a weeklong management course on ecotourism for students of the GNAM. This course will be part of the GNW, wherein weeklong mini courses provide an opportunity for students within the network to pursue intensive study on selected topics. Apart from AIM, the GNAM network includes 31 other member schools.

This course on sustainable tourism is designed to give students the opportunity to discuss management dynamics of sustainable tourism sites, and the proper management of scarce environmental resources. The course will highlight how tourism destinations and enterprises practice sustainability. The key focus of the course is on the interaction of different stakeholders and value chain members of tourism destinations in advancing sustainable tourism that ensures economic and financial viability of tourism businesses, involvement of local communities, and conservation and preservation of the natural environment.

The course is comprised of on-site visits and classroom sessions at the *Asian Institute of Management (Makati City, Metro Manila)*, *Masungi Georeserve (Baras, Rizal)*, *Milea Orchard and Bee Farm (Lipa, Batangas)*, and *Bontoc Inn Batangas Bed and Breakfast (Mabini, Batangas)*.

B. Program Objectives

1. To strengthen partnership with the Global Network for Advanced Management by providing mini courses that will provide an opportunity for students within the network to pursue intensive study on ecotourism.
2. To open program and research agenda on sustainability that students can incorporate in their respective fields of study. Specifically, this Program aims to develop knowledge, understand, and appreciation of environmentally responsible travel to relatively undisturbed natural areas

<p>that promotes biodiversity conservation, operates on low negative visitor impact, and provides for socio-economic benefits to the local stakeholder communities.</p> <ol style="list-style-type: none"> Develop knowledge and understanding of resources, products, best management practices, and opportunities in the ecotourism sector. Incorporate the guiding principles of sustainability into the other sub-sectors of the travel industry Provide a framework to plan, design, and assess interpretation programs for tourists. <p>3. On a management perspective, this program aims:</p> <ol style="list-style-type: none"> To feature sustainable business models that other tourism enterprises can adapt that will allow them to be financially, operationally, and environmentally sustainable To feature sustainable business models that other tourism enterprises can adapt to involve stakeholders in practicing sustainability. To present a framework on how to create a mutually beneficial system for participating stakeholders; <p>4. To expose students to the various sustainable tourism sites in the Philippines.</p>
<p>C. Expected Learning Outcomes</p> <p>After the weeklong course, the student should be able to:</p> <ol style="list-style-type: none"> Understand the sustainable tourism practices in the Philippines in terms of operations and resource management; and how can these be applied in other countries Appreciate the characteristics of the Philippines that present opportunities for establishing sustainable tourism enterprises that are financially viable and operationally sustainable. Become familiar with financial and logistical resources available to support enterprises desiring to participate in the tourism industry. Analyze the socio-economic impact of sustainable tourism and describe potential solutions to maximize its benefits to the local community. Effectively communicate these situations and potential solutions to stakeholders.
<p>D. Academic Credit and Capstone Project</p> <p>At the end of the course, students are required to present their perspectives on two areas:</p> <ul style="list-style-type: none"> On the macro level, students will have to propose policy recommendations to support ecotourism in Verde Island Passage in cooperation with local communities; or implement sustainable development policies in partnership with local communities to help conserve marine biodiversity. On the micro level, students will have to create a marketing proposal or strategic recommendations for Masungi Georeserve or Milea Orchard and Bee Farm to encourage local community involvement in sustainable operations that will bring tourists to these sites. <p>Students' output will be presented on the last day of the course to a set of panelists to be identified by the program organizers. Presentation of the capstone project is required to merit a certificate of completion.</p>
<p>E. Resource Speakers/Session Facilitators:</p> <ol style="list-style-type: none"> Fernando Martin Y. Roxas (Executive Director, Dr. Andrew L. Tan Center for Tourism) John Paolo R. Rivera (Associate Director, Dr. Andrew L. Tan Center for Tourism) Eylla Laire M. Gutierrez (Research Coordinator, Dr. Andrew L. Tan Center for Tourism) Rachel Harrison (Owner, Zambawood) Michael Angelo A. Cortez (Professor, Ritsumeikan Asia Pacific University) Mark Tinao (Head of Business Development, International School of Sustainable Tourism) Rico Omoyon and Edilee Omoyon (Owner, Milea Orchard and Bee Farm)

8. Romeo Trono (former Executive Director, Conservation International; Owner, Bontoc in Batangas Bed and Breakfast)
F. Proposed Itinerary
Day 0 - Arrival in Manila Day 1 (Monday) - Opening Ceremonies and Classroom Sessions Day 2 (Tuesday) – Site visit Day 3 (Wednesday) – Site visit Day 4 (Thursday) – Site visit Day 5 (Friday) – Capstone Project Presentation and Closing
G. Classroom Policies
<ol style="list-style-type: none"> 1. For classroom sessions held at the Asian Institute of Management, students are required to come in business casual. Shorts, t-shirts with loud or offensive statement, tank tops, plunging necklines, beach outfits and slippers/flip-flops are not allowed during office and class hours. 2. For site visits, students are allowed to wear comfortable clothes and shoes. It is also recommended that students bring insect repellents and sunscreen.
H. Site Description
<p>Masungi Georeserve is a conservation area and a rustic rock garden tucked in the rainforests of Rizal. Masungi's name is derived from the word "masungki" which translates to "spiked" - an apt description for the sprawling limestone landscape found within. In this sanctuary, guests will be able to commune with nature, and reenergise themselves while doing so. Wander through our pathways for an encounter with wildlife and plant species. Enjoy light snacks before exiting the trail. Learn more about the history of the place introducing you to a community rich with heritage and life. Website: http://www.masungigeoreserve.com/</p> <p>Milea Orchard and Bee Farm is located in Lipa, Batangas. It is a producer of cosmetic products and other organic products using natural bees wax as a major ingredient for over seven years now. The farm is devoted to share their beekeeping practices to local honey hunters and the wider community. The activities in the farm aim to send a message across communities that pollination is the primary purpose of beekeeping and that honey harvest is a plus. They provide a range of services including farm tour, beekeeping orientations, and trainings to farmers (and the public) on beekeeping practices: from hunting, management, hygienic harvesting, and post harvest. Website: http://www.mileabeefarm.com/</p> <p>Bontoc Inn Batangas Bed and Breakfast (BBBB) also known as the Bontoc Seaview Guest House is located at Bagalangit, Mabini, Batangas, just a 2.5-hour drive from Metro Manila. The house is inspired by the ambiance of staying in Bontoc, Mountain Province. Known for providing personalized services to its guests, the house can only accommodate fifteen (15) guests maximum. BBBB also features other services such as scuba diving and diving lessons for guests. Website: https://www.facebook.com/pages/Bontoc-in-Batangas-Bed-and-Breakfast/115113411879856</p>

I. Student Expenses
<ol style="list-style-type: none"> 1. Roundtrip airline tickets 2. Accommodation (Makati and Batangas) 3. Travel Insurance (Students must provide the program a copy of the insurance document) 4. Meals 5. Tour fees for field visits
J. Reference Materials
<p>AIM Knowledge Resource Center. <i>Case studies in sustainable tourism</i>. Makati: Asian Institute of Management.</p> <p>Bansal, S.P., & Kumar, J. (2013). Ecotourism for community development: A stakeholder's perspective in Great Himalayan National Park. <i>Creating a Sustainable Social Ecology Using Technology-driven Solutions</i>.</p> <p>Buckley, R. (2003). <i>Case studies in sustainable tourism</i>. Cambridge: CABI</p> <p>Bulbeck, C. (2005). <i>Facing the wild: Ecotourism, conservation, and animal encounters</i>. London: Earthscan.</p> <p>Fennell, D.A. (2014). <i>Ecotourism</i>. NY: Routledge.</p> <p>Holden, A., & Fennell, D.A. (2012). <i>The Routledge Handbook of Tourism and the Environment</i>. NY: Routledge.</p> <p>Kiper, T. (2013). Role of ecotourism in sustainable development. <i>Advances in Landscape Architecture</i>.</p> <p>Walter, P.G. (2012). Theorising visitor learning in ecotourism. <i>Journal of Ecotourism</i>, 12(1), 15-32.</p> <p>Wearing, S., & Neil, J. (1999). <i>Ecotourism: Impacts, potentials, and possibilities</i>. Oxford: Butterworth-Heinemann.</p>