

GLOBAL NETWORK WEEK (19-23 OCTOBER 2015)
A Management Course on Sustainable Tourism for students of the
Global Network for Advanced Management
PROPOSED PROGRAM SYLLABUS

Brief Description of the Program:

On 19-23 October 2015, the W. SyCip Graduate School of Business and the Dr. Andrew L. Tan Center for Tourism of the Asian Institute of Management (AIM) will be holding a weeklong management course on sustainable tourism for students of the Global Network for Advanced Management (GNAM). This course will be part of Global Network Week, 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 27 other member schools.

This upcoming course on sustainable tourism is designed to give students the chance to discuss successful business models, management dynamics of sustainable tourism sites, and the proper management of scarce environmental resources. In this course, we would also be able to touch on the following narratives: (1) the displacement of the *Aeta* tribe due to the eruption of Mt. Pinatubo in July 1991; (2) the rise of industries producing *lahar*-sculptures; and (3) the rise of farm-to-table food preparation. The course is comprised of on-site visits and classroom sessions in San Fernando, Pampanga, Iba, Zambales, and Asian Institute of Management, Makati City.

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 sustainable tourism.
2. To open program and research agenda on sustainable tourism 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 that promotes biodiversity conservation, has low negative visitor impact, and provides for socio - economic benefits to the local stakeholder communities.
 - a. Develop knowledge and understanding of resources, products, best management practices, and opportunities in the sustainable tourism sector.
 - b. Incorporate the guiding principles of sustainable tourism into the other sub - sectors of the travel industry
 - c. Provide a framework to plan, design, and assess interpretation programs for tourists.
3. To expose students to the sustainable tourism sites of the Philippines.

Expected Learning Outcomes: After the weeklong course, the student should be able to:

1. Understand best sustainable tourism and social enterprise practices in the Philippines.
2. Appreciate the characteristics of the Philippines that present opportunities for sustainable tourism.
3. Become familiar with resources available to support businesses desiring to participate in the tourism industry.
4. Analyze the socio-economic impact of sustainable tourism and describe potential solutions to maximize the benefits of sustainable tourism.
5. Effectively communicate these situations and potential solutions to stakeholders.

Classroom Sessions:

1. Introduction of the Philippine Tourism Industry
2. The Agri-business and Social Enterprise Model of Mango Grove at Banca River
3. How Sustainability Work?
4. The Business Model of Zambawood
5. The Business Model of Casa San Miguel
6. TOSHIBA Demo Farm – Sustainable Organic Farming
7. Understanding Farm-to-Fork Cuisine
8. The Story of Aetas and Pinatubo
9. Leadership, Stakeholder Management, and Corporate Social Responsibility
10. Ecotourism and Sustainable Tourism Practices in the Philippines

Site Visits:

1. Disenyong Pinatubo Handicraft, San Fernando, Pampanga, Philippines
2. Mango Grove at Bancal River, Iba, Zambales, Philippines
3. Zambawood, San Narciso, Zambales, Philippines
4. Casa San Miguel, San Antonio, Zambales, Philippines

Itinerary:

Date	Time	Activity	Venue
DAY 1 October 19 (Monday)	07:00-08:30	Welcoming Breakfast	SGV Room
	08:30-09:00	Course Orientation	AIM Caseroom
	09:00-09:30	Capstone Project Discussion	AIM Caseroom
	09:30-10:00	Introduction of the Philippine Tourism Industry	AIM Caseroom
	10:00-10:30	Prepare for Departure	AIM Lobby
	10:30-12:00	Transit to Pampanga	
	12:00-13:00	Lunch in Pampanga	Museo Ning Angeles
	13:00-15:00	Site visits to Lahar-enterprises	Disenyong Pinatubo Handicraft
	15:00-17:00	Transit to MGBR	
	17:00-18:30	Reception at the MGBR Pavilion, Orientation to MGBR	Mango Grove at Bancal River
	18:30-20:00	Dinner	Ang Kusina Café, MGBR
20:00-21:00	Group Dynamics	Mango Grove at Bancal River	
DAY 2 October 20 (Tuesday)	07:00-08:30	Breakfast	Ang Kusina Café, MGBR
	08:30-09:00	Classroom Session: The Agri-business and Social Enterprise Model of MGBR by Cristina Tabora	MGBR Pavilion
	09:00-09:30	Classroom Session: How Sustainability Work? by Fernando Roxas	MGBR Pavilion
	09:30-10:30	Classroom Session: Models of Sustainability by Mike Cortez	MGBR Pavilion
	10:30-11:00	Prepare for Departure	MGBR Pavilion
	11:00-12:30	Transit to Zambawood	
	12:30-14:00	Lunch at Zambawood Café	Zambawood
	14:00-15:00	Classroom Session: The Business Model of Zambawood by Rachel Harisson	Zambawood
	15:00-16:30	Transit to Casa San Miguel, San Antonio, Zambales	
	16:30-17:30	Classroom Session: The Business Model of Casa San Miguel by Arman Domingo	Casa San Miguel
	17:30-18:30	Dinner	Backstage Café, Casa San Miguel
	18:30-19:00	Visit to the Anita Magsaysay Ho Gallery	Casa San Miguel
	19:00-20:00	Watch mini-concert in the Bolipata Auditorium	Casa San Miguel
20:00-21:30	Transit to MGBR		
DAY 3 October 21 (Wednesday)	06:00-07:00	Breakfast	Ang Kusina Café, MGBR
	07:00-10:00	Bangcal River Activities	Bangcal River
	10:00-11:00	Classroom Session: TOSHIBA Demo Farm by Sherwin Guerrero	TOSHIBA Demo Farm, MGBR
	11:00-12:00	Classroom Session: Farm-to-Fork Cuisine by Chef Philip Golding	MGBR Stone Kitchen
	12:00-13:00	Lunch	Ang Kusina Café, MGBR
	13:00-14:00	Classroom Session: Aetas and Pinatubo by Vice Mayor Jun Farin of Iba, Zambales	MGBR Pavilion

	14:00-16:00	Interaction with the Community	
	16:00-16:30	Prepare for Departure	
	16:30-21:30	Transit to Manila	
DAY 4 October 22 (Thursday)	07:00-08:30	Breakfast	5F Bistro 11, ACCM
	08:30-12:00	Classroom Session: Leadership, Stakeholder Management, and Corporate Social Responsibility by Milagros Lagrosa	AIM Caseroom
	12:00-13:30	Lunch	Max's Fried Chicken, Greenbelt 1
	13:30-17:30	Classroom Session: Lecture on Ecotourism by Benjamin C. Bagadion	AIM Caseroom
	17:30-19:30	Dinner	Sentro, Greenbelt 3
	19:30-21:00	Preparation for Project Presentation	
DAY 5 October 23 (Friday)	07:00-08:00	Breakfast	5F Bistro 11, ACCM
	08:00-11:00	Classroom Session: Presentation of the Capstone Project	AIM Caseroom
	11:00-12:00	Closing Ceremonies	AIM Caseroom
	12:00-13:00	Lunch	Via Mare, Greenbelt 3
	13:00-13:30	Networking Session	

AIM Speakers:

1. Fernando Y. Roxas, D.B.A. – Dr. Andrew L. Tan Center for Tourism
2. John Paolo R. Rivera, Ph.D. – Dr. Andrew L. Tan Center for Tourism
3. Maria Cristina M. Aguilar – Dr. Andrew L. Tan Center for Tourism
4. Noel M. Cortez, Ph.D. – W. SyCip Graduate School of Business
5. Mark Daniel V. Chan – W. SyCip Graduate School of Business
6. Milagros D. Lagrosa, Ph.D. – W. SyCip Graduate School of Business
7. Benjamin C. Bagadion, Ph.D. – Stephen Zuellig Graduate School of Development Management

Non-AIM Speakers:

1. Gil Carandang – Father of Organic Farming in the Philippines
2. Joel Pineda – Mango Grove at Bancal River
3. Sherwin Guerrero – Mango Grove at Bancal River
4. Chef Philip Golding – Mango Grove at Bancal River
5. Rachel Harrison – Zambawood
6. Arman Domingo – Casa San Miguel
7. Hon. Jun Farin – Vice-Mayor, Local Government of Iba, Zambales
8. Michael Angelo A. Cortez, D.B.A. – Ritsumeikan Asia Pacific University

Reference Materials:

AIM Knowledge Resource Center. *Case studies in sustainable tourism*. Makati: Asian Institute of Management.

Buckley, R. (2003). *Case studies in sustainable tourism*. Cambridge: CABI

Bulbeck, C. (2005). *Facing the wild: Ecotourism, conservation, and animal encounters*. London: Earthscan.

Wearing, S., & Neil, J. (1999). *Ecotourism: Impacts, potentials, and possibilities*. Oxford: Butterworth - Heinemann

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