Session 1:
EDUCATION FOR THE TOURISM OF TOMORROW

CONVERGENCE ON TOURISM AND HUMAN CAPITAL DEVELOPMENT: MOVING FORWARD AND BEYOND

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17th UNWTO ASIA PACIFIC EXECUTIVE TRAINING PROGRAMS ON TOURISM POLICY AND STRATEGY
HUMAN RESOURCE DEVELOPMENT IN TOURISM Navigating POST-COVID CHALLENGES
November 13-16, 2023 | Da Nang, Vietnam
KEY CHALLENGES

- Transition to adapt to new technologies (digital transformation)
- Technological Requirements (Internet Connection, Equipment)
- Progression on tourism education as intended by the Philippine Qualifications Framework (PQF)
- Improvement of learning facilities
- Practicum Program for Students and Lack of industry experience of tourism faculty members
POLICIES ADOPTED

Tourism Response and Recover Plan

- Implement capacity building and skills enhancement programs to adapt to industry needs

Philippine Development Plan 2023-2028

- Reinvigorate tourism services to generate more quality jobs and competitive products
- Improve the quality of the Philippine tourism experience

National Tourism Development Plan 2023-2025 Strategic Objectives

- Improvement of Tourism Infrastructure and Accessibility
- Cohesive & Comprehensive Digitalization & Connectivity
- ENHANCEMENT OF OVERALL TOURIST EXPERIENCE
- Equalization of Tourism Product Development and Promotion
- Diversification of Portfolio through Multidimensional Tourism
- Maximization of Domestic and International Tourism
- Strengthening Tourism Governance through Close Collaboration with National and Local Stakeholders

Memorandum of Understanding on Convergence on Tourism and Hospitality Education and Training

**2025 Vision for Tourism Human Capital Development**

- **Harnessing Competent World-Class Filipino Tourism Professionals**
  - Through a harmonized education system
  - Strong tourism industry linkages and collaborations
  - Working towards a sustainable and inclusive national socio-economic development

**2021 - 2025 Philippine Tourism Human Capital Development Vision**

- **Sustainability**
  - Preparing the future workforce to be work ready

- **Competitiveness**
  - Continued training for the upskilling and retooling of tourism workers to ensure customer satisfaction

**Human Capital Development Thrusts**

- **Strengthening The Filipino Brand in the tourism industry by highlighting Filipino culture and identity.**
  - Filipino Brand of Service Excellence

- **Fostering industry competitiveness through continued skilling, retooling, reskilling and upskilling of the tourism industry workforce.**

- **Convergence on Human Capital Development**
SUCCESS STORIES

Convergence initiatives and accomplishments

• Alignment of TESDA’s Training Regulations
• Review of DepEd’s curriculum guides to the ASEAN MRA-TP
• Review of CHED Programs, Standards, and Guidelines Alignment to the ASEAN MRA-TP, ACCSTP and CATC

• STEP UP (Sustainable Tourism Education Program Updating Project) (CMO 11 s. 2022) to cover improvement of educational facilities, faculty immersion, research activities

1. Research and Innovation
2. Education Tourism
3. Industry Linkages & Partnership
4. Standards Review & Development
5. ASEAN MRA-TP
Adoption of online technology in delivering trainings to tourism stakeholders

- Hybrid Trainings on Health/Safety and Digital Technology
- E-learning Platform (Learning Management System)
- Virtual Training Sessions

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<th>YEAR</th>
<th>TRAININGS CONDUCTED</th>
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<td>2020</td>
<td>558</td>
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<tr>
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<td>TOTAL</td>
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TOURISM ASSISTANCE IN DEVELOPMENT (AID) FOR COMMUNITY BASED TOURISM ORGANIZATIONS (CBTO)

1,797 CBTO Members Trained (2021-2022)

58 CBTOs provided with Re-start Kits
SUCCESS STORIES

FBSE 100K HIGHLIGHTS

MABUHAY AND SALAMAT GESTURE

6 TOURISM TOUCHPOINTS

- Welcome / Arrival
- Accommodation
- Transport / Tours
- Shopping
- Dining
- Departure

7 Ms of Filipino Core Values

- Maka-Diyos (Love of God)
- Makatao (Humane)
- Maka-Kalikasan (Care for the Environment)
- Makabansa (Love of country)
- Masayahin (Congenial Disposition)
- May Bayanihan (kinship/Community spirit)
- May Pag-Asa (Hope)

DELIVERING EXCELLENT SERVICE

- Greet and engage your guest
- Understand their needs
- Educate them and offer assistance
- Satisfy and surpass their needs
- Thank the guests

THE HEART OF SERVICE RECOVERY

- Hear them out
- Empathize
- Apologize
- Resolve the concern
- Thank the guest

As of November 14, 2023

111,016

FBSE trained tourism frontliners and workers / 100,000 target for 2023

132,601 2,718

Total no. PAX trained from 2018-2023 (as of November 14, 2023)
Total trainings conducted
SUCCESS STORIES

OBJECTIVES
- To assist Tourism and Hospitality students, tourism learning institutions, and tourism enterprises in administering alternative practicum programs during pandemic
- To promote a systematic approach to alternative practicum programs suitable to the new normal and;
- To strengthen Industry-Academe government linkages

OUTCOME
- 27 Students, 4 Partner Establishments, 3 Learning Institutions
- Continuity as an alternative mode on the job training program
- Allow cross regional placements
Advancement in technology and Artificial Intelligence will change teaching and learning and even assessment.

Need to strengthen soft skills and communication skills due to increasing digital transformations.

Consider innovation, resilience, stakeholder needs.

Need to align with internationally accepted standards but highlighting uniqueness of Filipino Brand and Identity.

HIGH TECH vs. HIGH TOUCH

VOCATIONAL vs. TERTIARY
**RECOMMENDATIONS**

- Strengthen and expand convergence on tourism and hospitality education and human capital development
- Address digital gaps in terms of connectivity, data access, etc.
- Increase funds for STEP UP
- Update and roll-out of On the-Job-Training and Teacher Immersion Program (TIP)
- Integrate FBSE in tourism curriculum
- More innovative, interactive learning and training delivery (for Gen Z, Gen Alpha)
collaboration
open-Minded
new
valuable
engage
resilient
genuine
quality
urturing
competent
ducation

CONVERGENCE FOR TOURISM EDUCATION OF TOMORROW!

SALAMAT
THANK YOU