SUMMARY OF COURSE DESCRIPTION

BACHELOR OF SCIENCE IN TOURISM

TSM 1 - Principles of Tourism

This course provides an introduction to the study of tourism, where tourism is examined from the perspectives of a phenomenon, an industry and as a field of study or research. As a phenomenon, the major factors that contribute to its development, growth and decline both in the world and in the Philippines are analyzed. As an industry, the course looks at the various sectors that comprise the tourism system and how they interact with each other. As a field of research, major tourism theories are introduced. Basic definitions and concepts relating to tourism’s political, environmental, economic and cultural impacts are also discussed.

TSM 2 - Principles of Tourism 2 with Tourism Laws

This course introduces the students to the theories, concepts and principles of tourism. It focuses on the economic, socio-cultural and political implications of tourism industry. Also, it gives insights on tourism laws mandating tourism businesses and tourism prospects for better and more progressive tourism industry.

PDPR - Personality Development & Public Relation

This course deals with the facets, aspects, and importance of personality. It aims to develop intelligent behavior, moral behavior, motives and emotions, values and attitude which are essential in the development of a distinct person. Role playing, demonstration and discussion are activities used to check and visualize what has been learned.

TSM 3 - Philippine Tourism, Geography and Culture

This course will equip the students with a comprehensive knowledge of the Philippine tourist attractions, its mountains, lakes, seas, climate, flora and fauna, the festivals, culture and the arts, cuisine and delicacies, political structures and subdivisions (provinces), religious, historical and educational structures; how these provinces can be visited through the different domestic gateways.

TSM 4 - World Tourism, Geography and Culture

This course will equip the students with comprehensive knowledge of world tourist attractions, its mountain, lake or sea, climate, flora and fauna, the festivals, cultures and arts, cuisines and delicacies, political structures and subdivisions, religious orientation, through the different international and domestic gateways.

HRM 1 - Front Office Operations
This course is designed to provide students with the knowledge, skills and attitudes to perform front office and reception duties and be qualified as a Front Office Attendant in any lodging establishment.

**Safe San- Principles of Food Safety, Hygiene & Sanitation**

This course is designed to introduce the students to the value of safety, sanitation and hygiene principles and sound practices. It provides an orientation on the various categories of hazard such as garbage disposal procedures, pest management and accident prevention in the establishment and factors involved in food safety, to prevent outbreak of food-borne illnesses and intoxication. Using the Hazard Analysis Critical Control Point (HACCP) as guidelines, the students are oriented towards the proper handling of food from preparation, production to service.

**TSM 5- Tour Guiding and Escorting**

This course will equip the students with a comprehensive knowledge on techniques and best practices in guiding and escorting travelers in their travels locally and abroad.

**TSM 6- Travel Agency Management and Operations**

This course provides familiarization with travel agency management and operations including documentation, selling, transporting, storing, advertising and planning travel services; provides hands-on training in computerized reservations, and incorporates key aspects of managing in computerized reservations and incorporates key aspects of managing corporate travel.

**TSM 7- Tourism Planning and Development**

This course presents an overview of the tourism planning process, contemporary Models of tourism planning and development (with emphasis on sustainable tourism principles), various levels of tourism planning and the roles and responsibilities of stakeholders such as government, industry, non-governmental organizations and local communities. Discussions will also be made on the impact of the General Agreement on Trade and Services (GATS) on the Philippine tourism. The subject explores the effect of legislation and government policies on tourism development at the national and local levels. Methods for soliciting local participation in tourism planning are also taken up. The impacts of tourism on the natural environment, local and regional economies and on local communities are emphasized. The subject may include a field trip component.

**TSM 8- Ecotourism**
This course presents an overview of ecotourism as a form of sustainable development; discusses the principles and goals of ecotourism development. This subject also covers discussion on ecotourism planning and development process, including the institutional and legal frameworks for ecotourism, the need for collaborative planning and assessment criteria for ecotourism from a broad perspective; with focus on ecotourism market segments and best practices. May include a field trip component.

**Culinary- Culinary Arts and Sciences**

This course aims to provide the students with practical and theoretical knowledge about basic culinary, basic food preparation and food presentation. It also provides the opportunity to apply the theoretical knowledge into practices commonly found in an operational environment.

**TSM 9- Tourism Impacts and Sustainability with Current Trends and Issues**

Quantitative and qualitative approaches to the measurement of tourism impacts as well as in achieving sustainable development and growth.

**TSM 10- Transportation Management**

This course discusses the different aspects of various modes of tourism-related transportation operations, planning and policy.

**TSM 11- Tourism Destination and Marketing**

This course presents the marketing mix (product, price, place, promotion, people, programming, packaging, etc.), concept of markets, segmentation, targeting and marketing as they relate to tourism service quality management.

**TQM- Total Quality Management**

This course aims to enable participants to recognize and assess quality management processes in a hospitality and tourism organization and to evaluate departmental processes and planning strategies.

**TSM 12- Resort Operations and Management**

This course introduces the resort concept, types and trends in the resort and spa industries; discusses resort planning principles, strategies for product and service offerings, seasonal pricing strategies, and concepts of product life cycle.

**TSM 13- Convention and Recreation Management**
This course introduces students to various components of the meetings, conventions, incentives and exhibition industry from both a client’s perspective and a hotel management perspective, and to develop the relevant knowledge and skills required for working effectively in this sector.

**TSM 14- Cruise Sales Management**

This course will give students a deep understanding of the cruise industry and provide actual experience in a cruise ship; introduces cruise lines profiles, history and trends in the cruise industry, world-wide port geography. Actual ship inspection field trip is included.

**Foreign Language Proficiency**

This course will equip the students with a basic knowledge of the chosen language.

**Practicum (450 hours)**

This course provides the field laboratory of the students to work a study program to familiarize them with actual operation in travel agency and/or airlines. It enables them to study of the different areas such as flight reservations, fare calculations and ticketing, documentation and other products and services.

Submitted by:

Lourdes A. Mendoza  
Tourism Chairperson  
UPHSD-Las Piñas

Noted by:

Narlynn M. Pineda  
College Dean, IHM