



Designing and Developing Sustainable Tourism

May 23–27, 2016 | AIM Makati City, Philippines

COURSE OVERVIEW

When done sustainably, tourism can bring about many socio-economic benefits to communities throughout the Philippine archipelago. Both the private sector and local government units (LGUs) are instrumental to sustainable development since they create the infrastructure, policies and planning procedures needed for tourism. They support tourism businesses while adapting practices that conserve resources and at the same time ensure community interests.

Training those most involved in tourism can 1) lead to improved coordination among national government agencies; 2) create opportunities for local communities; and 3) ensure that the economic, social and environmental impacts of tourism are favourable to all stakeholders.

CURRICULUM

- Managing Demand and Supply of Tourism Products
- Tourism Strategy Formulation and Planning
- A Systems Thinking Approach to Tourism
- Marketing Tourism Products and Destinations
- Financing Tourism
- Leadership Effectiveness, Stakeholder Management, and Corporate Social Responsibility
- Ecotourism
- Sustainable Tourism Development in the Philippines

WHO SHOULD ATTEND

This 5-day course is designed for managers working for public, private, or community-based institutions and non-government organizations with interest in sustainable tourism development, tourism promotion offices, and those involved in natural and cultural heritage protection, economic and physical land-use planning, and natural resource management. Faculty members and researchers in university-based tourism programs will also find the program useful.

COURSE OBJECTIVES

This program aims to increase the private sectors' and LGUs' overall capacity to implement sustainable tourism development plans within their scope. Topics on tourism economics, creativity and systems thinking, the nature of costs, risks and budgeting, human resources, strategic planning and marketing aim to instil a deeper understanding of how the tourism private sector thinks. Courses on ecotourism and sustainable tourism development delve into the ways in which tourism can meet social and environmental goals in a Philippine setting. Throughout the week, participants will work in groups to design a workable tourism program/project. Participants are expected to have a tourism project in mind that they will cultivate in this program.

- To review the management process and other relevant skills that can be applied to the design planning and implementation of tourism programs and initiatives
- To broaden understanding of tourism potentials
- To imbibe the principles of sustainable tourism development

PROGRAM DIRECTOR

Fernando Y. Roxas, D.B.A. - Professor Roxas is a full time faculty at the Asian Institute of Management. He teaches Operations Management, Quantitative Analysis, Systems Thinking, Project Management and other basic modules in the Degree and Executive Learning Programs of the Institute.

Faculty/Resource Speakers:

Richard L. Cruz (Marketing)
 Ronald T. Chua (Business Development)
 Pajaree Ackaradejruangsri, Ph.D. (Marketing)
 Mario Antonio G. Lopez (Stakeholder Management)
 Benjamin C. Bagadion, Ph.D. (Natural Resource Conservation)
 Maurino P. Bolante, Ph.D. (Finance)
 John Paolo R. Rivera, Ph.D. (Economics)

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Program fee: PHP 35,000.00

(covers tuition, materials, lunch, morning, afternoon snacks and AIM certificate)

EARLY BIRD & GROUP RATE AVAILABLE