



W.SYCIPI  
GRADUATE SCHOOL  
OF BUSINESS

ANDREW L. TAN  
CENTER FOR TOURISM



Program Title	Global Network Week (GNW) <b>A Management Course on Ecotourism</b>
Schedule	16-20 October 2017
Faculty	Prof. Fernando Y. Roxas, DBA <a href="https://aim.edu/faculty-and-staff/core-faculty/fernando-martin-y-roxas-dba">https://aim.edu/faculty-and-staff/core-faculty/fernando-martin-y-roxas-dba</a>
Contact Person	Katrina Afable W.SyCip Graduate School of Business (WSGSB) <a href="mailto:kafable@aim.edu">kafable@aim.edu</a>

#### 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 16-20 October 2017, 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 28 other member schools.

This course on ecotourism is designed to give students the opportunity to discuss management dynamics of ecotourism sites, and the proper management of scarce environmental resources. The course is comprised of classroom sessions at the Asian Institute of Management and on-site visits at *Luntiang Republika Eco Farms* (Alfonso, Cavite), *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, understanding, and appreciation of environmentally responsible travel to relatively undisturbed natural areas

that promotes biodiversity conservation, operates on 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 ecotourism sector.
  - b. Incorporate the guiding principles of sustainability 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 various sustainable tourism sites in the Philippines.

#### C. Expected Learning Outcomes

After the weeklong course, the student should be able to:

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

#### D. Academic Credit and Capstone Project

At the end of the course, students are required to present their perspectives on two areas:

- Students will have to propose policy recommendations to support the development of beekeeping/apiculture in partnership with local communities to help conserve the bees.
- Second, students will have to create a marketing proposal for sites visited to encourage local community involvement in sustainable operations that will bring tourists to these sites.

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.

#### E. Resource Speakers/Session Facilitators:

1. Fernando Martin Y. Roxas (Executive Director, Dr. Andrew L. Tan Center for Tourism)
2. John Paolo R. Rivera (Associate Director, Dr. Andrew L. Tan Center for Tourism)
3. Eylla Laire M. Gutierrez (Research Coordinator, Dr. Andrew L. Tan Center for Tourism)
4. Romy Trono (former Executive Director, Conservation International; Owner, Bontoc Inn Batangas Bed and Breakfast)
5. Hilda Cleofe (Owner, Luntieng Republika Eco Farms)
6. Rico Omoyon (Owner, Milea Orchard and Bee Farm)

<p>F. Proposed Itinerary</p> <p><b>Day 0</b> - Arrival in Manila</p> <p><b>Day 1 (Monday)</b> - Opening Ceremonies and Classroom Sessions  <i>Venue: Asian Institute of Management, Makati City</i>  <i>Note: Lunch and snacks c/o program</i></p> <p><b>Day 2 (Tuesday)</b> - Luntieng Republika Eco Farms  <i>Venue: Alfonso, Cavite (Day trip)</i></p> <p><b>Day 3 (Wednesday)</b> - Milea Orchard and Bee Farm  <i>Venue: Lipa, Batangas (Overnight stay in Batangas)</i></p> <p><b>Day 4 (Thursday)</b> - Bontoc Inn Batangas Bed and Breakfast  <i>Venue: Mabini, Batangas</i></p> <p><b>Day 5 (Friday)</b> - Capstone Project Presentation and Closing Ceremonies  <i>Venue: Asian Institute of Management, Makati City (Morning session)</i>  <i>Note: Lunch and snacks c/o program</i></p>
<p>G. Classroom Policies</p> <ol style="list-style-type: none"> <li>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.</li> <li>2. For site visits, students are allowed to wear comfortable clothes and shoes. It is also recommended that students bring insect repellents and sunscreen.</li> </ol>
<p>H. Site Description</p> <p><b>Luntieng Republika Eco Farms</b> started its operations in July 2011 in Alfonso, Cavite with a vision of establishing “a sustainable integrated organic farm that will lead the way in enabling those engaged in agriculture to live better lives.” Its mission is “to be recognized as a working model for sustainable integrated organic farming.” Its operations include partnerships with community members Cavite State University - Agricultural Entrepreneurship and University of the Philippine Los Banos - College of Forestry. The farm features facilities such as the Bahay Urungan, the Farmhouse, Juliene's cafe and gallery, multipurpose room, Catmon River, the tents, and bonfire area.  Website: <a href="http://www.luntiengrepublika.com/">http://www.luntiengrepublika.com/</a></p> <p><b>Milea Orchard and Bee Farm</b> 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.</p>

Website: <http://www.mileabeefarm.com/>

**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>

#### **I. Student Expenses**

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 (Luntiung Republika Eco Farms, Milea Orchard and Bee Farm and Bontoc Inn Batangas Bed and Breakfast)

#### **J. 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.