

GLOBAL NETWORK WEEK (14-17 MARCH 2016)
A Management Course on Sustainable Agrotourism and Forestry for students of the
Global Network for Advanced Management
PROPOSED PROGRAM SYLLABUS

Brief Description of the Program:

On 14-17 March 2016, 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) 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 agrotourism and forestry is designed to give students the opportunity to discuss successful business models, management dynamics of sustainable agrotourism and forest reserve 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 current situation of Philippine agricultural industry and the methods by which the Philippines moves towards subsistence farming to commercial farming; (2) how institutions and organizations foster the sustainable development of tropical mountain ecosystems; and (3) the rise of agriculturally-based enterprises that evolved from being a farm to a tourist destination. The course is comprised of on-site visits and classroom sessions at the International Rice Research Institute, Los Banos, Laguna; Makiling Forest Reserve ASEAN Park, Laguna; Patis Tesoro B&B and Garden Café, San Pablo, Laguna; and Millea Bee Farm, Lipa, Batangas.

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 agrotourism and forestry.
2. To open program and research agenda on sustainable agrotourism and forestry that students can incorporate in their respective fields of study. Specifically, this Program aims to develop knowledge, create understanding and appreciation of environmentally responsible activities to natural areas that promotes resource conservation, visitor management programs, as well as the generation and strengthening scientific knowledge for the conservation and sustainable development of tropical mountain ecosystems.
3. To expose students to the sustainable agrotourism and forest reserve sites in the Philippines.

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

1. Understand best sustainable agrotourism and forestry 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 agrotourism industry.
4. Analyze the socio-economic impact of sustainable agrotourism and describe potential solutions to maximize the benefits of sustainable agrotourism.
5. Effectively communicate these situations and potential solutions to stakeholders.

Itinerary:

Date	Time	Activity	Venue	Person In-charge
DAY 1 March 14 (Monday)	09:00-09:15	Welcoming Ceremonies	ABS-CBN Caseroom	Noel Cortez, Fernando Roxas, Jikyeong Kang
	09:15-09:30	Program Orientation	ABS-CBN Caseroom	John Paolo Rivera
	09:30-09:45	The GNW Experience	ABS-CBN Caseroom	Nina Lagpacan
	09:45-10:15	Overview of Philippine Tourism (Lecture)	ABS-CBN Caseroom	Eylla Gutierrez
	10:15-12:00	Ecotourism (Lecture)	ABS-CBN Caseroom	Benjamin Bagadion
	12:00-13:00	Lunch Break	SGV1 Room	Kat Afable
	13:00-15:00	Sustainable Tourism (Lecture)	ABS-CBN Caseroom	Fernando Roxas
	15:00-15:15	Class Picture	Zen Garden	Ren Guray
	15:15-16:00	Break	SGV1 Room	Kat Afable
	16:00-17:00	Sustainable Practices (Lecture)	ABS-CBN Caseroom	Frechie Nieva and Ofel Bisnar
	17:00-18:00	Networking Break	ABS-CBN Caseroom	Nina Lagpacan
18:00-19:00	Dinner	Greenbelt	Dinner (Students' own account)	
DAY 2 March 15 (Tuesday)	07:00-08:00	Breakfast; Depart AIM for IRRI, Los Banos, Laguna		Breakfast (Students' own account)
	08:00-09:30	Transit to IRRI	AIM Lobby	Kat Afable
	09:30-10:00	Arrival at IRRI; Welcoming Ceremonies	IRRI	c/o IRRI
	10:00-11:00	Sustainable Agricultural Production (Lecture)	IRRI	Dr. Roland Buresh
	11:00-12:00	Sustainable Rice Cultivation (Lecture)	IRRI	Dr. Sarah E.J. Beebout
	12:00-13:00	Lunch	IRRI	Lunch (Students' own account)
	13:00-14:30	IRRI Site Visit	IRRI	c/o IRRI
	14:30-15:00	Depart IRRI, Transit to Oryspa		Kat Afable
	15:00-15:30	Arrival at Oryspa; Welcoming Ceremonies	Oryspa	Sherill Quintana, Owner of Oryspa
	15:30-16:30	Business Model of Oryspa (Lecture)	Oryspa	Sherill Quintana, Owner of Oryspa
	16:30-17:30	Oryspa Site Visit; Demo	Oryspa	Sherill Quintana, Owner of Oryspa
17:30-19:00	Depart Oryspa; Transit to Manila		Kat Afable	
19:00-21:00	Dinner	Greenbelt	Dinner (Students' own account)	
DAY 3 March 16 (Wednesday)	06:30-07:30	Breakfast; Depart AIM for Milea Bee Farm, Lipa, Batangas		Breakfast (Students' own account)
	07:30-09:00	Transit to Lipa, Batangas	AIM Lobby	Kat Afable
	09:00-09:30	Arrival at Milea Bee Farm; Welcoming Ceremonies		Kat Afable
	09:30-10:30	The Business Model of Milea Bee Farm (Lecture)	Milea Bee Farm	Rico Omoyon, Owner of Milea Bee Farm
	10:30-11:30	Snacks and Site Visit	Milea Bee Farm	Rico Omoyon, Owner of Milea Bee Farm
	11:30-12:30	Transit to Patis Tito Garden Cafe, San Pablo, Laguna		
12:30-13:00	Arrival at Patis Tito Garden Cafe; Welcoming Ceremonies	Patis Tito Garden Café	Patis Tesoro, Owner of Patis Tito Garden Café and B&B	

	13:00-14:30	Lunch	Patis Tito Garden Café	Lunch (Students' own account)
	14:30-15:30	The Business Model of Patis Tito Garden Café and B&B (Lecture)	Patis Tito Garden Café	Patis Tesoro, Owner of Patis Tito Garden Café and B&B
	15:30-16:30	Site Visit	Patis Tito Garden Café	Patis Tesoro, Owner of Patis Tito Garden Café and B&B
	16:30-17:00	Depart Patis Tito Garden Café; Transit to Casa San Pablo		Kat Afable
	16:30-17:30	Arrival at Casa San Pablo; Check-in; Welcoming Ceremonies		c/o Casa San Pablo
	17:30-18:30	Networking Activities	Casa San Pablo	Nina Lagpacan
	18:30-19:30	Dinner	Casa San Pablo	Dinner (Students' own account/Included in the package)
DAY 4 March 17 (Thursday)	07:00-08:00	Breakfast; Check-out Casa San Pablo	Casa San Pablo	Breakfast (Students' own account/Included in the package)
	08:00-09:00	Depart Casa San Pablo for Makiling Forest Reserve		Kat Afable
	09:00-10:00	Welcome and Briefing at the MCME Office including tour of the different units	Makiling Center for Mountain Ecosystems	Nathaniel C. Bantayan Director, MCME
	10:00-12:00	Hike to Flatrocks, Makiling Rainforest Park and Mudsprings	Flatrocks, Makiling Rainforest Park and Mudsprings	Staff from the Botanic Garden, Parks and Ecotourism Division of MCME
	12:00-13:00	Lunch at Makiling Rainforest Park	Makiling Rainforest Park	Lunch (Students' own account)
	13:00-14:30	Hike to Makiling Botanic Gardens dropping by Binhi Biodiversity Park (Joint project of EDC and UPLB-CFNR)	Makiling Forest Reserve	Rogelio T. Andrada II Deputy Director, MCME
	14:30-15:00	Summing Up	Makiling Center for Mountain Ecosystems	Rogelio T. Andrada II Deputy Director, MCME
	15:00-17:00	Depart MCME; Transit to Manila		Kat Afable
	17:00-19:00	Dinner	Greenbelt	Lunch (Students' own account)
DAY 5 March 18 (Friday)	08:00-09:00	Breakfast		
	09:00-10:00	Preparation for Capstone Project Presentation	ABS-CBN Caserom	
	10:00-11:00	Presentation of Capstone Project	ABS-CBN Caserom	
	11:00-12:00	Closing Ceremonies	ABS-CBN Caserom	
	12:00-13:00	Lunch	SGV1	Kat Afable
	13:00-18:00	Manila City Tour	Intramuros	Kat Afable

Resource Speakers:

1. Benjamin C. Bagadion, Ph.D. – Stephen Zuellig Graduate School of Development Management
2. Sarah E.J. Beebout, Ph.D. – Agronomist and Agricultural Plant Scientist, International Rice Research Institute
3. Roland Buresh, Ph.D. – Principal Scientist, International Rice Research Institute
4. Noel M. Cortez, Ph.D. – W. SyCip Graduate School of Business
5. Eylla Laire M. Gutierrez – Dr. Andrew L. Tan Center for Tourism
6. Ma. Afrecita D. Nieva – University of the Philippines
7. Ofelia Odilao-Bisnar – University of the Philippines
8. John Paolo R. Rivera, Ph.D. – Dr. Andrew L. Tan Center for Tourism
9. Fernando Y. Roxas, D.B.A. – Dr. Andrew L. Tan Center for Tourism
10. Beatriz P. Tesoro – Patis Tesoro Bed & Breakfast and Garden Café

Capstone Project:

At the end of the course, students are required to present their perspectives on two areas – the macro and micro aspect of agrotourism and forestry.

For the macro aspect, students would have to propose policy recommendations to support sustainable agrotourism in cooperation with local communities; or implement conservation and sustainable development of tropical mountain ecosystems in partnership with mountain communities.

For the micro aspect, students would have to create a marketing proposal of any of the sites visited to encourage local community involvement in agriculturally-based operations that will bring tourists to agricultural sites.

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