



Republic of the Philippines

Tourism Infrastructure & Enterprise Zone Authority

MEMO FOR : **THE CHIEF OPERATING OFFICER**

THRU : **THE ASSISTANT CHIEF OPERATING OFFICER**
ASSETS MANAGEMENT SECTOR

FROM : **THE MANAGER**
BUSINESS DEVELOPMENT DEPARTMENT

SUBJECT : **TIEZA and FEU-ITHM COLLABORATION**

DATE : **25 MARCH 2021**

Sir, this is with reference to the letter of Ms. Joy Sheelah B. Era, Dean of Far Eastern University-Institute of Tourism and Hotel Management (FEU-ITHM), inviting the Authority for a collaboration with the Academe in celebration of their 10th Year Anniversary by way of co-organizing their Professional Lecture Series Program which is aligned to the professional courses in Tourism.

An online event will be conducted in lieu of the tours, industry exposures and onsite practicum training, in compliance to the regulations of CHED, IATF and the University guidelines of a flexible learning environment.

The webinar will focus on Philippine Heritage Conservation under the Heritage Tourism Course will provide insights on the programs and policies of the government and other related agencies in preserving the Philippine heritage sites and destinations. It will also discuss the trends, issues and challenges on the sustainable development of heritage tourism. Target date is 2nd week of April 2021, and participants will be 3rd year Business Science Tourism Management (BSTM) students in 3 batches with 100 participants per batch and a program duration of 2 hours.

As one of the Institute's industry partners, may the undersigned respectfully recommend the participation of TIEZA as Co-Organizer in the FEU-ITHM Professional Lecture Series Program on Philippine Heritage Conservation in view of the following reasons:

1. To support the Institute's commitment to academic excellence and professional excellence in practicum training to prepare their students to be competent and confident professionals adaptive to the new normal.



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2. To build TIEZA's online presence in the academe and strengthen our relationship with this particular market whom we have been collaborating with pre-pandemic in the promotion of The TIEZA Properties.
3. Webinars are among the best marketing platforms and the most effective digital marketing tools available for businesses as it offers a variety of benefits from cost and time saving, access to a global audience and wealth of information and sales leads, to a better branding value and an enhanced online presence.
4. Co-hosting a webinar is a cost-efficient communications strategy to generate online promotional mileage for TIEZA and its products and services, build stronger, lasting relationships with clients, and enrich TIEZA's online content for future business.

As a Collaborator and Co-Organizer of the webinar, TIEZA will extend the following:

- Assistance in the development of a signature heritage tourism program with Banaue Hotel and its environs as the featured heritage destination
- Assistance in the sourcing of speakers
- Provision of honorarium and token for the invited speakers
- Participation of TIEZA Chief Operating Officer (COO) and/or Representative in the program
- Certificate of Participation with TIEZA and FEU-ITHM logos for the student-attendees
- Certificate of Appreciation with TIEZA and FEU-ITHM logos for the speakers
- Posting of the TIEZA-FEU Collaboration's e-poster and program on TIEZA's website

In return, FEU-ITHM will provide the following:

- Inclusion of TIEZA in all of the University's e-poster, programs, social media and website posting related to this event
- Participation of TIEZA COO and/or Representative in the program
- Dissemination of online invitations and program
- Technology and manpower for the virtual platform for this webinar
- Hosting of the webinar and live streaming on FB
- Acknowledgement as Co-Organizer in the FEU-ITHM Professional Lecture Series Program
- Documentation and post evaluation reports



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Tourism Infrastructure & Enterprise Zone Authority

The amount of P 50,000.00 representing the honorarium and tokens for speakers, certificate for the attendees and miscellaneous expenses shall be chargeable against the Department's budget.

Attached is the cost breakdown for your reference.

For the Chief Operating Officer's consideration and approval, please. Thank you.


MA. EVELYNE A. FRANCISCO


Recommending Approval:


JETRO NICOLAS LOZADA

Approved:

MARK T. LAPID





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FEU-TIEZA COLLABORATION
WEBINAR on PHILIPPINE HERITAGE CONSERVATION
2nd Week of APRIL

COST BREAKDOWN:

Honorarium	: P 5,000.00 x 2 speakers x 3 batches	=	P 30,000.00
Certificate	: P 50.00 x 100 students x 3 batches	=	P 15,000.00
Miscellaneous Expenses		=	P 5,000.00

GRAND TOTAL **P 50,000.00**
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FAR EASTERN UNIVERSITY

February 24, 2021

Mr. Mark T. Lapid
Chief Operating Officer
Tourism Infrastructure and Enterprise Zone Authority

Through : Ms. Evelyne A. Francisco
Department Head
Business Development Department

Subject : Invitation for Academe-Industry Collaboration

Dear COO Lapid:

Greetings from Far Eastern University- Institute of Tourism & Hotel Management (FEU-ITHM)!

FEU-ITHM is pleased to inform you that we are celebrating our 10th year as an Institute this 2021. We extend our sincerest gratitude to TIEZA for being one of our Institutes' industry partners.

Amidst this pandemic, we uphold our commitment to academic excellence and we continue to move forward to greater heights. Cognizant of the tourism and hospitality's resilience against the "shocks" brought by external forces such as the COVID-19 pandemic, we look forward to our industry's recovery and we continue to provide industry exposures and trainings to our students as we prepare them to be competent and confident future professionals and adaptive to this so-called "new normal".

On this regard, we respectfully ask your support by way of co-organizing one of our Professional Lecture Series Program. These lecture series are aligned to the professional courses in Tourism and are in lieu of tours, industry exposures, and onsite practicum training in compliance to the government regulations (CHED and IATF) and University guidelines of a flexible learning environment.

Specifically, these are the details below:

Course Alignment	:	Heritage Tourism Course
Topic	:	Philippine Heritage Conservation
Target Participants	:	3 rd Year BSTM Student (3 batches/100 participants per batch)
Duration	:	At least 2 hours
Target Date	:	2 nd week of April 2021
Brief Description	:	

This webinar will provide insights on the programs and policies of the government and of related agencies in preserving Philippine heritage sites and destinations. It will also discuss the trends, issues and challenges on the sustainable development of heritage tourism.

We seek assistance on developing a signature heritage tourism program between TIEZA and FEU-ITHM. In addition, we request assistance on the sourcing of speaker(s) and provisions for honorarium and/or token(s). We are also requesting that a certificate bearing the logo of your company will be issued to our student-attendees. In return, we will include TIEZA in all of our e-posters, programs, social media and website postings related to this event. We will also provide the documentation and post-evaluation reports for your reference and perusal.

Please do not hesitate to get in touch with the undersigned or Mr. Johncent Del Rosario, Program Chair of the Tourism Department (jcdelrosario@feu.edu.ph), and/or Ms. Carolina Rocas, Asst. Program Chair of the Tourism Department (crocas@feu.edu.ph) for any questions or clarifications.

We are truly grateful to TIEZA for continuously supporting our academic endeavors and we thank you in anticipation of your most favorable response to this invitation.

Sincerely,

Joy Sheelah B. Era
Dean

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