



UNIVERSITY OF THE PHILIPPINES

UP AIT ALUMNI ASSOCIATION

UP ASIAN INSTITUTE OF TOURISM, COMMONWEALTH AVENUE,
DILIMAN, QUEZON CITY



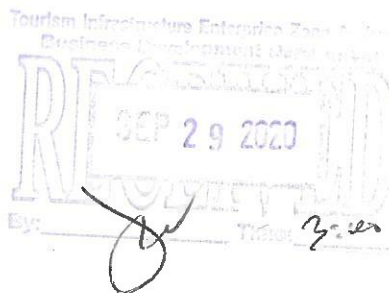
YOUTH FOR TOURISM CONFERENCE 2020

September 29, 2020

Jetro Nicolas F. Lozada

Assistant Chief Operating Officer,
Assets Management Sector

Tourism Infrastructure and Enterprise Zone Authority.



Big, ok.
FAA please.

Am 9/29

Dear Mr. Lozada:

Greetings from the UP AIT Alumni Association (UPAAA)!

In our pursuit of contributing to the development of world-class Filipino practitioners in the tourism and hospitality industry, the UPAAA is organizing the 2020 Tourism Conference that aims to equip our students with knowledge and skills relevant to the industry today and in the future.

Building on the huge success of last year's edition, this year's event, which is entitled, "Youth for Tourism: Advancing Tourism Growth in the Time of Pandemic," will feature topics identified by members of the association who are considered industry leaders to be essential in moulding our students to be contributors in advancing tourism growth in the time of pandemic.

This conference expects 200-300 online participants coming from different tourism and hospitality schools. Participants are both students and professors from distinguished universities from different regions of the country. Moreover, online competition such as crisis management in tourism, tourism brochure-making, destination marketing, Mx Turismo and research infographics will take place in the forum. It will be held on **November 7 & 14, 2020 (Saturday) from 2:00 PM to 5:00 PM via Zoom Webinar.**

It is our earnest desire that your company will take part in this event as we look forward to a collective effort in preparing our students to be a part of the growth of tourism in the time of the pandemic. We would like to request your good office for any gift certificates from the TIEZA properties to be given to our speakers and judges in exchange for co-presenter or gold sponsorship.

Please contact us at **0917 820 0244** or email us at uptourcon@gmail.com for more information.

Thank you very much.

Very truly yours,

MS. JANNIELYN TRINIDAD

Chair, 5th UPAIT AA Tourism Conference
Member, Board of Trustees
UP AIT Association of Alumni

MS. ELLAINE CARBONELL

Co-Chair, 5th UPAIT AA Tourism Conference
Member
UP AIT Association of Alumni



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SPONSORSHIP PACKAGES

Co-presenter – PHP 50,000.00 worth of Gift Certificates

Gold – PHP 25,000.00 worth of Gift Certificates

	Co Presenter	Gold
Logo Placement in Online Publicity Materials	Upper Right	Lower Left
Logo Placement in IDs and Kits	Upper Right	Lower Left
Product Mention during program	5x by Emcee 5X by VO	3x by Emcee 4X by VO
AVP during program breaks	30-sec TVC (2x)	30-sec TVC (1x)

To the UP AIT ALUMNI ASSOCIATION:

We agree to become / / Co-presenter / / Gold Sponsor

Signed: _____

(Signature above name)

Date: _____



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PROGRAM

YOUTH FOR TOURISM: Advancing Tourism Growth in the Time of Pandemic

November 7 & 14, 2020 (SATURDAY) | 2:00 p.m. – 5:00 p.m.

Zoom Webinar

Program Rationale:

Inspired by the rousing success of the 2019 Tourism Conference, the UP AIT Alumni Association takes the privilege to organize the 2020 Tourism Conference, which is entitled **Youth for Tourism: Advancing Tourism Growth in the Time of Pandemic**, to emphasize the role of our soon-to-be tourism professionals.

This event shall once again serve as the Association's platform in sharing its members' and networks' wealth of resources to contribute to the development of world-class Filipino tourism and hospitality practitioners.

Objectives:

1. To equip our students with knowledge and skills relevant to the industry today and in the future
2. To serve as a bridge between the academe and the tourism and hospitality industry
3. To inspire and empower the participants to be contributors to the sustainable tourism development agenda



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PROPOSED PROGRAM FLOW:

7 November 2020

1:45 – 2:00	Online Arrival and Registration
2:00 – 2:10	Opening Remarks <u>Atty. Donn Kapunan</u> President, UP AIT Alumni Association
2:10 – 2:20	Keynote speech by Senator Nancy Binay Chairperson, Senate Committee on Tourism
2:20 – 2:25	Message from Secretary Romulo-Puyat Secretary, Department of Tourism
2:25 – 2:55	Session 1 – What is the “New Normal” + Challenges + Opportunities in the New Normal + Business Continuity 10 minutes Q & A 5 minutes – Intermission
3:00 – 3:30	Session 2 – The Rise of Artificial Intelligence and Service Automation 10 minutes Q & A
3:30 – 5:00	CMPC Breakout session Closing / Reminders



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14 November 2020

Competitions

9:00 – 10:00	Technical Briefing
10:00 – 10:30	Simultaneous inter-university competitions (DPMC, CMPC, RIPP)

1:45 – 2:00	Waiting Time to Enter Zoom
2:00 – 2:30	Session 3 – Wellness / Coping Mechanisms of Tourism and Hospitality Students during the Pandemic 10 minutes Q & A 5 minutes – Intermission
2:35 – 3:05	Session 4 – What awaits the Tourism Graduate 10 minutes Q & A
3:05 – 4:30	MXTurismo
4:30 – 5:00	Closing Ceremony and Awarding of Winners



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YOUTH FOR TOURISM: PROTECTING OUR CULTURAL HERITAGE UP FILM CENTER UNIVERSITY OF THE PHILIPPINES DILIMAN, QUEZON CITY

TERMINAL REPORT

OVERVIEW:

Inspired by the rousing success of the three previous Youth for Tourism Conferences, the UP AIT Alumni Association organized this year's Youth For Tourism Conference with the theme "Protecting Our Cultural Heritage". The UP Tourcon 2019 focused on the policies and measures in protecting and preserving our cultural heritage sites. The conference further emphasized the role of youth and the key stakeholders of the industry in advancing initiatives for heritage conservation as a driver of tourism development. This event served as the association's platform in sharing its members' knowledge, skills, networks, and resources to contribute to the development of world-class Filipino tourism and hospitality practitioners.

UP Tourcon 2019 was headed by the UP AIT Alumni Association Education Committee Officer Mr. John Ponciano Almeda together with the team composed of members of the association and student volunteers. The UP Tourcon 2019 commenced on October 19, 2019 at the UP Film Center University of the Philippines Diliman, Quezon City.

The objectives of the UP Tourcon 2019 were successfully achieved. First, the event was attended by more than 750 students and professors from 23 different schools from all over the country. Second, the event showcased talks from various tourism stakeholders and shared their knowledge in forwarding heritage conservation and preservation in their respective fields, such as Protecting our Natural Heritage, Policy Development in Heritage Tourism, The Walled City of Intramuros, and Culture and Heritage in Tourism Development. Third, allowing students to showcase their talent and skills through the competitions held, such as the Destination Marketing Plan, Event Management Plan, Research Infographics Presentation, Travel Feature Writing, and the first ever all gender pageant, Mx Tourism 2019.

EVENT HIGHLIGHTS:

PARTICIPATING SCHOOLS

- De La Salle University Lipa
- Lyceum of the Philippines University
- Treston International College
- Southville International School and Colleges
- Our Lady of Fatima Quezon City
- Our Lady of Fatima Valenzuela City
- Far Eastern University
- Miriam College
- La Consolacion College Manila
- University of Perpetual Help Molino
- Centro Escolar University Manila
- Sorsogon State College
- St. Mary's University
- Urdaneta City University
- De La Salle Araneta University
- Laguna State Polytechnic University

- Ilocos Sur Polytechnic State College
- University of Santo Tomas
- Manuel S. Enverga University Foundation
- University of the Philippines Diliman
- Universidad de Sta. Isabel
- Mariano Marcos State University
- Lyceum of the Philippines Batangas

EVENT SPEAKERS

- **Ms. Samira Ali Gutoc-Tomawis**- Environmentalist
- **Professor Edieser Dela Santa, PhD**- Dean, University of the Philippines Diliman Asian Institute of Tourism
- **Attorney Guiller B. Asido**- Administrator, Intramuros Administration
represented by: Ms. Sheena Anjeli M. Botiwey
- **Professor Felipe De Leon, PhD**- Former Chair, National Commission for Culture and the Arts

COMPETITIONS

Destination Marketing Plan Competition

Participating Schools:

- De La Salle University Lipa
- Treston International College
- Southville International School and Colleges
- Lyceum of the Philippines University Manila
- Far Eastern University
- La Consolacion College Manila
- Miriam College
- Our Lady of Fatima University Valenzuela
- Ilocos Sur Polytechnic State College

Event Management Plan Competition

Participating Schools:

- De La Salle University Lipa
- La Consolacion College Manila
- Lyceum of the Philippines University Manila
- Miriam College
- Our Lady of Fatima University Valenzuela

Research Infographic Presentation

Participating Schools:

- Lyceum of the Philippines University Manila
- Treston International College
- Southville International School and Colleges
- Our Lady of Fatima University Quezon City
- University of Perpetual Help Molino

Travel Feature Writing Competition

Participating Schools:

- Treston International College
- Southville International School and Colleges
- Centro Escolar University Manila

- Our Lady of Fatima University Quezon City
- Far Eastern University
- De La Salle University Lipa
- La Consolacion College Manila
- University of Perpetual Help Molino
- Sorsogon State College
- University of Santo Tomas
- Ilocos Sur Polytechnic State College

MX Tourism 2019

Participating Schools:

- Treston International College
- Far Eastern University
- De La Salle University Lipa
- Sorsogon State College
- Lyceum of the Philippines University Manila
- Ilocos Sur Polytechnic State College

EVENT SUMMARY

The event was held last October 19, 2019 at the UP Film Center and was attended by more than 750 students and professors from all over the country. The UP TourCon 2019 was hosted by Mr. Ian Bencio David and Ms. Shaina Santiago-Moraga. The event was held in cooperation with the Local Government of the Province of Cavite, sponsored by Tourism Promotions Board Philippines and Go Hotels.Ph, in partnership with Azalea Hotels and Residences and Artlinea, special thanks to Nestle Philippines, Axiaa Hotel, and 2Go Philippines, brought to you by DZUP and Tzaddi Esplendor Photography.

Opening remarks was done by UPAIT AA President Atty. Donn Rico Kapunan. An inspirational message was given by Congresswoman Sol Aragones, the Chair of the House Committee on Tourism from the House of Representatives through a video message. The Keynote Speech on Protecting our Heritage was done by Dr. Maricel G. Gatchalian-Badilla. The first plenary session was given by the former Senatorial Candidate and Environmentalist, Ms. Samira Ali Gutoc-Tomawis who shared about Protecting our Natural Heritage. After which, the session speakers started sharing their insights and expertise on different areas of tourism, Dr. Edieser Dela Santa on Policy Development in Heritage Tourism, Atty. Guiller Asido represented by Ms. Sheena Anjeli Botiwey on The Walled City of Intramuros, and Dr. Felipe De Leon on Culture and Heritage in Tourism Development.

After the first two plenary sessions, the final round for the Events Management Plan Competition took place in the main hall. Simultaneously, the on-the-spot Travel Writing Competition was held backstage at the Bernal Hall. During the lunch break, the competing schools for the Research Infographic Presentation presented their entries to the judges at the hallway of the Film Center. After the lunch break, the top three schools for the Destination Marketing Plan presented their entries for the final round.

Towards the end of the conference, the MX Tourism pageant was held comprising candidates in their National Costunmes and Filipiniana Attires. The pageant was followed by an oath taking by the participants as Youth for Tourism advocates of responsible and sustainable tourism. This was led by Mx Tourism hosts Millie Manaois and Noah Webb, to further emphasize the students' role in the tourism industry and to further push for the sustainable tourism development agenda. At the end of the conference, the awarding of winners for all the competitions was held.

As a finale for the 2019 TourCon, Event Convenor, Professor Badilla addressed the participants and challenged them to be advocates of sustainable tourism. She also thanked all participating schools, sponsors, and everyone who made the event possible.

COMPETITION WINNERS:

Destination Marketing Plan

CHAMPION- Lyceum of the Philippines University

First Runner-Up- De La Salle University Lipa

Second Runner-Up- Southville International School and Colleges

Events Management Plan

CHAMPION- De La Salle University Lipa

First Runner-Up- Our Lady of Fatima University-Valenzuela

Second Runner-Up- Lyceum of the Philippines University

Travel Feature Writing

CHAMPION- Sorsogon State College

First Runner-Up- Our Lady of Fatima University- Quezon City

Second Runner-Up- University of Santo Thomas

Research Infographics Presentation

CHAMPION- Treston International College

First Runner-Up- University of Perpetual Help Molino

Second Runner-Up- Lyceum of the Philippines University

MX Tourism 2019

CHAMPION- Far Eastern University

First Runner-Up- De La Salle University Lipa

Second Runner-Up- Lyceum of the Philippines University Manila

EVENT POSTER:



EVENT PHOTOS:

OVERALL EVALUATION: BASED ON SUMMARY OF EVALUATION SHEETS

SECTION	SCORE
Registration	
Excellent	
Venue: Cine Adarna UP Film Center	
Excellent	
Program	
Excellent	
Emcee	
Excellent	
Keynote Speech	
Excellent	
Session 1: Minimizing Tourism Impacts for Sustainability of Destination	
Excellent	
Session 2: Protecting our Heritage: The Walled City of Intramuros	
Excellent	
Session 3: The Role of Policy Development in Heritage Tourism	
Excellent	
Session 4: Culture and Heritage in Tourism Development	
Excellent	
Competitions	
Excellent	

COMMENTS:

- The event is well organized.
- UP Tourcon is well attended.
- The program had minimal delays.
- This year's UP Tourcon has a better program.
- They should improve the choice for food.
- The event is very good.
- Good Job.
- The organizers are accommodating.
- The organizers are well prepared.
- It needs freshly cooked food not fast food.
- It was awesome.
- What a fun and smooth program!
- Keep up the good work.
- Congratulations to the organizing team.
- Start on time.
- The program needs improvement.
- *"lugi po kami sa foodstub, we expect better"*
- Food distribution system is not organized.
- Add more energizers for the program.

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TOURCON

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19 OCTOBER 2019 | UP FILM INSTITUTE



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