

Hospitality Management and Tourism Management Department

Tourism Innovations for Applicable Livelihood (TIAL)



*Extension Program
2019-2022*





Republic of the Philippines

Mountain Province State Polytechnic College

Bontoc, Mountain Province

HOSPITALITY AND TOURISM MANAGEMENT DEPARTMENT

November 11 2019

MR. ELMER D. PAKIPAK

Extension Director

Mountain Province State Polytechnic College

Bontoc, Mountain Province

RECEIVED

MPSPC-RECORDS OFFICE

BY: _____

DATE: 13 NOV 2019

Sir:

Greetings!

This is to respectfully transmit to your office the Hospitality Management and Tourism Management Department Extension Program for the 2019-2022; "Tourism Innovation for Applicable Livelihood (TIAL)" for your perusal and approval.

Thank you very much!

Respectfully yours

FLEMING D. COMICHO

Extension Coordinator

HM/TM Department

I. CONTEXT OF EXTENSION

The Extension Agenda of the HMT Department is anchored on the HERITAGE THRUST of the COLLEGE, specifically the **G-** gainful resource generation and enterprise development program, and the **E-** excellent researches and relevant extension programs.

The department aims to extend its services to the community to help develop their skills and increase knowledge through dissemination of information especially hospitality and tourism sector.

It also aims to enhance rural development through community-based hospitality and tourism services. At the same time to equip the community people with such services that may help them enhance their existing livelihood and status in life. Thus, this is an important need of the community is constant.

Furthermore, the purpose of conducting extension service of the Hospitality Management Tourism (HMT) is to develop local tourism industry, to develop skills of the service providers in both sectors as they get indulged and boost their confidence in customer relations. This will also implement practical steps for self-improvement and sharpen the clients' communication and people skills to energize the entire team for higher productivity and greater success.

In line with the identified hospitality and tourism services the Tourism Innovation for Applicable Livelihood. The trainings under this extension program will not only benefit the individual participants but it will also support in lifting economic concerns as well as in the general improvement of the community as a whole.

II. PROGRAM DESCRIPTION

The component of hospitality and tourism services is anchored on the program **TIAL** (Tourism Innovation for applicable Livelihood) which is **HOST** derived from word **Hospitality** service while **TREATS** derived from **Tourism** services (Travel Events and Tour guiding Services). Under hospitality service covers the following; Customer Relations and Innovation and Production. The Customer Relations presents a holistic strategy for managing the customer relationship through understanding the needs base of your clients. The Innovation and Production basically involves improving the products and services to the clients as per Jones (2008) "Innovation is the new ways of doing the regular things or unique or better combinations of the production elements.

While Tourism Industry services is composed of different services offered like Tour guiding, Travel & Tour Package and Events Management. Tour guiding service involves providing assistance to local and foreign tourists, information on cultural, historical and contemporary heritage to people on organized tours and individual clients at educational establishments and others. The Travel and Tour Package comprises transport and accommodation advertised and sold, on the other hand, events management covers planning, organizing, coordinating and implementing events.

A. Goal and Objective

Goal:

- ❖ To produce efficient and effective tourism front liners and service providers that capacitates the success of local entrepreneurs.

Objectives:

- ❖ To promote innovated hospitality products and services applicable for livelihood; and
- ❖ To produce qualified field guide and event organizers.

B. Extension Framework

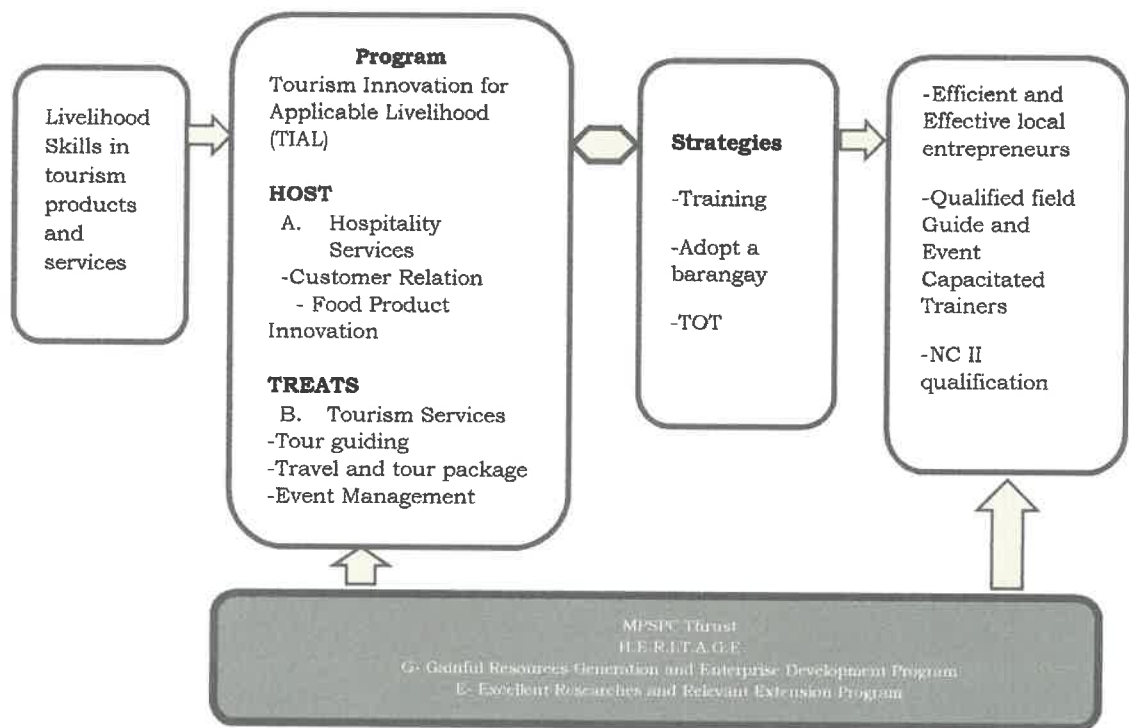


Figure1. The TIAL framework of HTM Program

The Hospitality Management and Tourism Management extension framework is anchored on the Research and Development Agenda and the National Extension Agenda and Programs. The department focuses on Tourism Innovation for Applicable Livelihood (TIAL); this serves as the banner program of the department.

The Tourism Innovation for Applicable Livelihood or TIAL covers the two sectors of tourism and hospitality industry. Under the tourism sectors includes the services that can be acquired like tour guiding, travel and tour package, customer relation, innovation and production, other services that still can be offered.

In line with it and to become more important, the framework creates strategies in order for those services become more meaningful and operational. Where learners or participants learn from the experts, adopt a barangay, provide trainings and TOT. After which, aspiring participants, trainers, field guides, entrepreneurs turns to be competitive, qualifiers and efficient and effective individuals.

C. Strategies

- Training
- Adopt-a-Barangay
- Training of Trainers (TOT)

III. PROGRAM COMPONENTS

The TIAL program of Hospitality and Tourism Management is composed of two sub-components which is **HOST (Hospitality)** and **TREATS (Travel Events and Tour guiding Services)**, both components provides the needs of the clients as it was emphasized on the framework. The component of TIAL is elaborated either in the forms of a products and services livelihood

The first component of TIAL is HOST under hospitality services, and the following are the description of the activities under its component.

Component 1. HOST (Hospitality)

1. Hospitality Services

A. Customer Relation

Trainings and seminars on:

A.1: Handling Customer Complaints: Procedures and techniques in handling different types of customer's complaint.

A.2: Guest Relations: Satisfying customers beyond their expectations.

A.3: Customer Relationship Management: Involves in managing of your company's relationships and interactions with your customers and to potential buyers.

B. Food Product Innovation

B.1 Lemorange Pie Making: This activity involves in the creation of Pie combining two citrus fruits available on the community as their resources.

B.2 Pasta Making: This involves in making different types of pasta using two citrus juices.

Component 2. TREATS (Travel Events and Tour guiding Services)

A. Travel and Tours

The Travel and Tours component of TREATS will be extending seminars with regards to the scope of travel and tours, its functions, requirements in opening a travel agency, as well as the tour operations cycle from planning to contracting, costing, quotations, reservations, field operations, accounting, and evaluation.

The trainers will discuss the different types and components of a tour package, how to make a tour package, how to compute for the price of a package, as well as the marketing and promotion of a package. *A workshop will follow where the participants will be expected to identify and map out the different tourist attractions in their barangay/ municipality, and then, formulate tour packages featuring selected tourist spots. Assistance will be provided all throughout the workshop and outputs will be presented and critiqued afterwards for finalization and packaging.*

B. Events

Events are already a part of the Filipino culture especially since there are numerous festivals in the Philippines all year round. However, one has to be knowledgeable and equipped in managing the event in order to for it to be successful. This is where the Events component of TREATS comes in. *It will be a venue for training and improvement for future event organizers and managers in the locality.*

C. Tour Guiding Services

Tour Guiding Services as a component of TREATS will be providing trainings to aspiring local tour guides which will also be qualify the participants to take NCII for tour guiding services. Topics to be discussed under this component includes the roles and characteristics of a tour guide; Tour guiding techniques in a cycle; tour guiding and escorting elements; the ten commandments of tour guiding; types of commentaries' and the Do's and Don'ts of tour guiding. After the basics of tour guiding have been established, *participants will be creating their own script for their selected local destination. This is to prepare them to be professional tour guides and enable them to use tour guiding for livelihood.*

IV. IMPLEMENTATION PROCESS

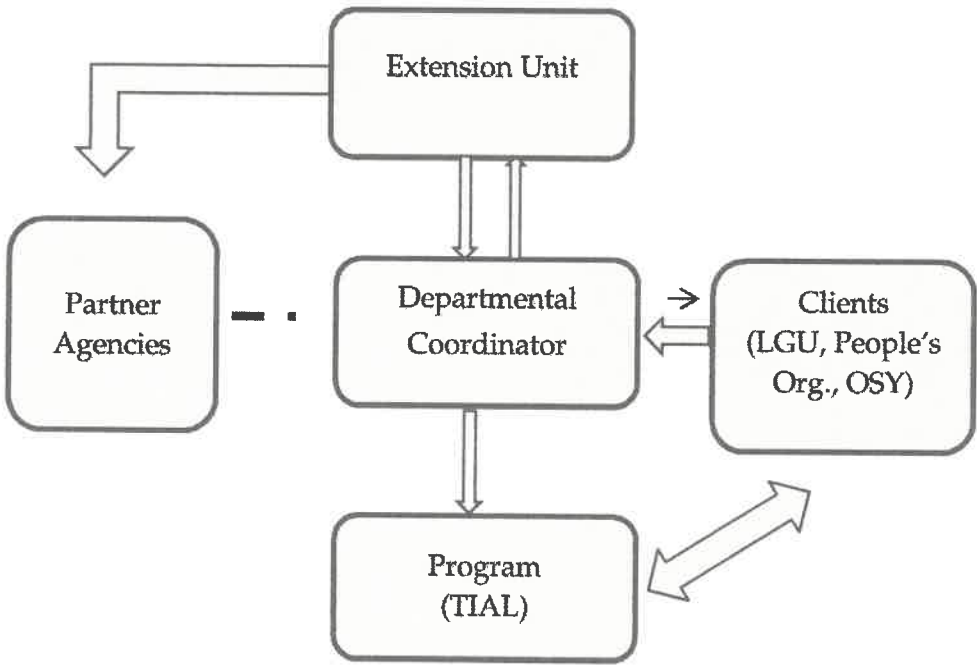


Figure 2. TIAL Program implementation process

The implementation process of Tourism Innovation for Applicable Livelihood- starts when clients seek for a demand or services to the departmental extension coordinator anchored to the program and its components of TIAL. On the other hand, Departmental coordinator may also provide direct trainings based on the needs of the clients through conducting training needs assessment.

Thus, the department cascade the information to the extension unit for review and approval of the activity or training to be provided and to seek for partner to different aligned agencies.

V. MONITORING AND EVALUATION

The Monitoring and evaluation process is a constant process that follows throughout the life of the program of the department. Monitoring is then the process of collecting data and analyzing and information gathered based on the services or a product that has been extended to clients. Thus, it involves in the collection of data which is used to measures the progress of in achieving the objectives of the program.

Monitoring process in conducted using checklist. This checklist will be used by the department while implementing project extension activities. At the same time, it is used to identify gaps that are identified during the process of monitoring.

Table 1. Checklist of Monitoring and Evaluation Tools

Program	Components	Activities	Extension Service Delivery	Pre-Work Administrative Forms	Implementation Result Monitoring Tool	Outcome Evaluation Tools
T I A L	HOST Hospitality Services:	Pasta Making	Training	Training design	-Training Terminal Report	-Pre-/Post test
	Product Innovation for sustainable tourism	Lemorange Pie Making		Training design	-Registration sheet	-Field monitoring and evaluation form
	Local Product for Bread and Pastry				-Attendance Sheet	
	Local Food Product development				-Resource Person Profile form	
	TREATS				-Field Monitoring	
	<i>Tourism Services:</i>					
	Tour Guiding	Tour Guides	Training	Training design		
	Tour and travel package	Tour package	Training	Training design		

VI. RECOMMENDATION AND APPROVAL

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This briefier is developed by the HospitalityManagement and
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