Designing and Developing Sustainable Tourism
5 – 9 AUGUST 2019, 8:30 AM to 5:30 PM • AIM Campus, Makati City

Course Overview
When done sustainably, tourism can bring about many socio-economic benefits to communities throughout the Philippine archipelago. Both the private sector and local government units (LGUs) are instrumental to sustainable development since they create the infrastructure, policies and planning procedures needed for tourism. They support tourism businesses while adapting practices that conserve resources and at the same time ensure community interests.

Training those most involved in tourism can 1) lead to improved coordination among national government agencies; 2) create opportunities for local communities; and 3) ensure that the economic, social and environmental impacts of tourism are favorable to all stakeholders.

Course Objectives
This program aims to increase the private sectors’ and LGUs’ overall capacity to implement sustainable tourism development plans within their scope. Topics on tourism economics, the nature of costs, risks and budgeting, human resources, strategic planning and marketing aim to instill a deeper understanding of how the tourism private sector thinks. Courses on ecotourism and sustainable tourism development delve into the ways in which tourism can meet social and environmental goals in a Philippine setting. Throughout the week, participants will work in groups to design a workable tourism program/project. Participants are expected to have a tourism project in mind that they will cultivate in this program.

Review the management process and other relevant skills that can be applied to the design planning and implementation of tourism programs and initiatives, broaden understanding of tourism potentials and imbibe the principles of sustainable tourism development.

Who Should Attend
This 5-day management course on sustainable tourism is designed for managers working for public, private, or community-based institutions and non-government organizations with interest in sustainable tourism development, tourism promotion offices, and those involved in natural and cultural heritage protection, economic and physical land-use planning, and natural resource management. Faculty members and researchers in university-based tourism programs will also find the program useful.

What You Will Learn
- Managing Demand and Supply of Tourism Products
- Tourism Strategy Formulation and Planning
- A Systems Thinking Approach to Tourism
- Marketing Tourism Products and Destinations
- Financing Tourism
- Stakeholder Management
- Sustainable Tourism Development in the Philippines

Course Offsite Visit
There will be an offsite visit where participants will be able to have an overview of successful sustainable tourism projects, community-based tourism projects, and sustainable profitability practices of an identified sustainable tourism enterprise. Participants will get to meet and learn from an established industry practitioner on the best practices that made them successful.

Faculty Profile
Prof. Fernando Martin Y. Roxas, D.B.A., is a full-time faculty at the Asian Institute of Management. He is the Executive Director of the Dr. Andrew L. Tan Center for Tourism. He teaches Operations Management, Quantitative Analysis, Systems Thinking, Project Management and other basic modules.