



CURRICULUM

Bachelor of Science in Tourism Management (BSTM)

Academic Year 2018 – 2019

Reference CMOs: CMO No. 62, s.2017, CMO 4, s.2018 and CMO 20, s. 2013

Curriculum Description

The BS Tourism Management program provides tourism education to students wanting to excel in the tourism industry. It prepared students for leadership position in tourism planning and product development, events planning, transportation services, travel and tour operations and other operational and administrative roles.

Program Objectives

The primary goal of BSTM program is to produce competent, values driven and service-oriented professionals by providing the required knowledge, skills and values that will enable them to become globally competitive professionals. These capabilities will keep pace with the demands of local and global travel, tourism and hospitality environment following policies, standards and guidelines set by the industry.

Program Outcomes

Students should be able to:

1. Research, plan and conduct various guiding activities.
2. Plan, implement and monitor tours and sales activities.
3. Develop appropriate marketing programs arrange required travel services
4. Plan, organize, implement and evaluate MICE activities.
5. Plan, develop and evaluate tourism sites and attraction

Curriculum Components

	Courses	Units	Total
	A. General Education Courses (CMO 20, s. 2013; CMO 4, s.2018)		36
	B. NSTP		6
	C. PE		8
	D. Common Business and Management Courses		6
	Operations Management in Tourism and Hospitality Industry	3	
	Strategic Management in Tourism and Hospitality	3	
	E. Tourism and Hospitality Core		30
	Philippine Culture and Tourism Geography	3	
	Risk Management as Applied to Safety, Security and Sanitation	3	
	Quality Service Management in Tourism and Hospitality	3	
	Legal Aspects in Tourism and Hospitality	3	
	Macro Perspective of Tourism and Hospitality	3	
	Professional Development and Applied Ethics	3	
	Multicultural Diversity in Workplace for Tourism Professional	3	
	Tourism and Hospitality Marketing	3	
	Micro Perspective of Tourism and Hospitality	3	
	Entrepreneurship in Tourism and Hospitality	3	
	F. Professional Core Courses		33
	• Tourism		
	Global Culture and Tourism Geography	3	
	Tour and Travel Management	3	

	Sustainable Tourism	3	
	Tourism Policy Planning and Development	3	
	Introduction to MICE - Lecture	2	
	Introduction to MICE - Laboratory	1	
	Foreign Language 1	3	
	Applied Business Tools and Technologies in Tourism	3	
	Foreign Language 2	3	
	Research Methods Applied in Tourism Management	3	
	Tourism Management Thesis Writing	3	
	Transportation Management	3	
	G. Professional Electives		25
	Housekeeping Operations - Lecture	2	
	Housekeeping Operations - Laboratory	1	
	Tour Guiding	3	
	Food & Beverage Service – Lecture	2	
	Food & Beverage Service - Laboratory	1	
	Front Office Operation - Lecture	2	
	Front Office Operation - Laboratory	1	
	Culinary Fundamentals - Lecture	2	
	Culinary Fundamentals - Laboratory	2	
	Ecotourism Management	3	
	Tourism Information Management - Lecture	2	
	Tourism Information - Laboratory	1	
	Cruise Tourism	3	
	H. Practicum BS TM (900 hrs)		9

SUMMARY	
Courses	Number of Units
GE Courses	36
NSTP	6
PE	8
Common Business and Management Educational Courses	6
Tourism and Hospitality Core	30
Professional Core Courses	33
Professional Electives	25
Practicum BS TM	9
	153

PROGRAM OF STUDY

FIRST YEAR						
FIRST SEMESTER						
Course Code	Course Title	Units	Hour/s		Pre-Requisite/s	Co-Requisite/s
			Lec	Lab		
TM 101	Global Culture and Tourism Geography	3	3	0		
IHM 205	Quality Service Management in Tourism and Hospitality	3	3	0		
IHM 104	Philippine Culture and Tourism Geography	3	3	0		
IHM 101	Macro Perspective in Tourism and Hospitality	3	3	0		
IHM 102	Risk Management as Applied to Safety, Security and Sanitation	3	3	0		
HME 101	Housekeeping Operations – Lecture	2	2	0		HME 102
HME 102	Housekeeping Operations – Laboratory	1	0	3		HME 101
NSTP 111	National Service Training Program 1	3	3	0		
PE 101	Physical Fitness, Gymnastics and Aerobics	2	2	0		
	Total	23	22	3		

FIRST YEAR						
SECOND SEMESTER						
Course Code	Course Title	Units	Hour/s		Pre-Requisite/s	Co-Requisite/s
			Lec	Lab		
GE 106	Purposive Communication	3	3	0		
GE 105	Reading in Philippine History	3	3	0		
GE 102	Mathematics in the Modern World	3	3	0		
IHM 105	Micro Perspective of Tourism and Hospitality	3	3	0	IHM 101	
TM 102	Tour and Travel Management	3	3	0		
TME 101	Tour Guiding	3	3	0		
HME 207	Front Office Operation – Lecture	2	2	0		HME 208
HME 208	Front Office Operation – Laboratory	1	0	3		HME 207
NSTP 121	National Service Training Program 2	3	3	0	NSTP 111	
PE 102	Rhythmic Activities	2	2	0	PE 101	
	Total	26	25	3		

SECOND YEAR						
FIRST SEMESTER						
Course Code	Course Title	Units	Hour/s		Pre-Requisite/s	Co-Requisite/s
			Lec	Lab		
GEd 109	Science, Technology, and Society	3	3	0		
GEd 107	Ethics	3	3	0		
TM 203	Sustainable Tourism	3	3	0	IHM 101	
HME 205	Food & Beverage Service – Lecture	2	2	0		HME 206
HME 206	Food & Beverage Service ; Laboratory	1	0	3		HME 205
HME 314	Culinary Fundamentals – Lecture	2	2	0	IHM 102	HME 315
HME 315	Culinary Fundamentals – Laboratory	2	0	6	IHM 102	HME 314
PE 103	Individual and Dual Sports	2	2	0	PE 101	
	Total	18	15	9		

SECOND YEAR						
SECOND SEMESTER						
Course Code	Course Title	Units	Hour/s		Pre-Requisite/s	Co-Requisite/s
			Lec	Lab		
GEd 101	Understanding the Self (GE)	3	3	0		
TM 204	Tourism Policy Planning and Development	3	3	0	TM 203	
TM 205	Introduction to MICE – Lecture	2	2	0		TM 206
TM 206	Introduction to MICE – Laboratory	1	0	3		TM 205
THM 201	Foreign Language 1	3	3	0		
IHM 206	Legal Aspects in Tourism and Hospitality	3	3	0		
TME 102	Ecotourism Management	3	3	0	TM 203	
TM 207	Applied Business Tools and Technologies in Tourism	3	3	0		
PE 104	Team Sports	2	2	0	PE 101	
	Total	23	22	3		

SECOND YEAR						
MIDTERM						
Course Code	Course Title	Units	Hour/s		Pre-Requisite/s	Co-Requisite/s
			Lec	Lab		
IHM 207	Practicum 1 (300 hours)	3	0	3		
	Total	3	3	0		

THIRD YEAR						
FIRST SEMESTER						
Course Code	Course Title	Units	Hour/s		Pre-Requisite/s	Co-Requisite/s
			Lec	Lab		
IHM 310	Multicultural Diversity in Workplace for Tourism Professional	3	3	0		
THM 202	Foreign Language 2	3	3	0	THM 201	
BME 302	Strategic Management in Tourism and Hospitality	3	3	0		
IHM 308	Professional Development and Applied Ethics	3	3	0		
IHM 309	Tourism and Hospitality Marketing	3	3	0		
LITR 102	ASEAN Literature	3	3	0		
	Total	18	18	0		

THIRD YEAR						
SECOND SEMESTER						
Course Code	Course Title	Units	Hour/s		Pre-Requisite/s	Co-Requisite/s
			Lec	Lab		
BME 301	Operations Management in Tourism and Hospitality Industry	3	3	0		
TME 303	Tourism Information Management – Lecture	2	2	0	TM 207	TME 304
TME 304	Tourism Information Management – Laboratory	1	0	3	TM 207	TME 303
GE 104	The Contemporary World	3	3	0		
GE 103	Life and Works of Rizal	3	3	0		
GE 108	Art Appreciation	3	3	0		
TM 308	Research Methods Applied in Tourism Management	3	3	0		
FILI 101	Kontekstwalisadong Komunikasyon sa Filipino	3	3	0		
	Total	21	20	3		

FOURTH YEAR						
FIRST SEMESTER						
Course Code	Course Title	Units	Hour/s		Pre-Requisite/s	Co-Requisite/s
			Lec	Lab		
IHM 311	Entrepreneurship in Tourism and Hospitality	3	3	0	IHM 309	
TM 409	Tourism Management Thesis Writing	3	3	0	TM 308	
TM 410	Transportation Management	3	3	0		
TME 404	Cruise Tourism	3	3	0		
FILI 102	Filipino sa Iba't-ibang Disiplina	3	3	0		
	Total	15	15	0		

FOURTH YEAR						
SECOND SEMESTER						
Course Code	Course Title	Units	Hour/s		Pre-Requisite/s	Co-Requisite/s
			Lec	Lab		
IHM 412	Practicum 2 (600 hours)	6	0	6	Regular Standing	
	Total	6	0	6		