

## **PROGRAMS**

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### **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