



SCHOOL OF EXECUTIVE EDUCATION  
AND LIFELONG LEARNING

# Bootstrapping a Sustainable Future in Tourism Online Program

Planning for the New Normal and Preparing Tourism  
Enterprises for Future Crisis and Pandemic Management

Five half-days starting April 18, 2022



# Bootstrapping a Sustainable Future in Tourism Online Program

Planning for the New Normal and Preparing Tourism Enterprises  
for Future Crisis and Pandemic Management

## OVERVIEW

The coronavirus (COVID-19) pandemic has heavily affected the global tourism sector. Stay-at-home policies, closure of borders, closure of establishments, and quarantine and lockdown measures, among other policies to manage the pandemic and ensure the health and safety of citizens resulted in the sudden loss of travel demand resulting to severe losses of revenues, and unemployment across all tourism enterprises. Based on the estimates of the National Economic Development Authority (NEDA), the tourism industry is expected to post a loss of PHP 156 billion. With the uncertainty surrounding the timeline for the end of the pandemic and its corresponding economic impact, tourism enterprises are faced with difficulties regarding what assumptions to use. On all levels, planning is being undertaken to resume operations in this "new normal" and revive the tourism industry using a multi-disciplinary approach.

## PROGRAM OBJECTIVES

The Dr. Andrew L. Tan Center for Tourism, in collaboration with the School of Executive Education and Lifelong Learning, offers this program with the objective of helping tourism organizations and enterprises reboot from the pandemic. Modules will be beneficial in planning for the new normal and prepare for future crisis/pandemic management.

## WHAT YOU WILL LEARN

After the program, participants would be capable of thinking strategically about recalibrating and rebooting their sustainable tourism programs/projects and what would be the key requirements for successful implementation. Using the concepts, principles, and tools to be discussed, participants would redesign their existing tourism development plan for the new normal.

The following modules will be discussed:

- Thinking skills required in a VUCA World
- Economics of new normal
- Redefining tourism governance in the new normal
- Marketing tourism products and destinations
- Rebooting the tourism sector
- Sustainable tourism destinations and enterprises as the new normal

## KEY BENEFITS

Their recalibrated plans should touch on:

- Coordinating with various tourism-related stakeholders of their area
- Identifying and resolving issues
- Developing strategic directions and priorities
- Formulating an action plan with specific timeframe and targets

Redesigned tourism plans would be presented at the end of the program.

## WHO SHOULD ATTEND

- National government agencies (DOT, TIEZA, TPB, among others) and local government units (governors, mayors, councilors, regional directors, tourism officers)
- Private sector (tour operators, tourism enterprises) and tourism-related organizations (HRAP, HSMA, ATOP, PHILTOA)
- Academic and tourism research institutions
- Alumni of Designing and Developing Sustainable Tourism (DDST) and Designing and Developing Smart and Urban Tourism (DDSUT)

## PROGRAM SCHEDULE

April 18, 20, 22, 25, 27, 2022

8:30 AM to 12:00 PM (GMT+08) on all dates

## PROGRAM FORMAT

Delivered online via live virtual interactive sessions in Zoom

## PROGRAM FEE

PHP 25,000.00 or USD 500.00

\*USD 1 = PHP 50.00

## YOUR PROGRAM FACULTY



Fernando Martin Y. Roxas, DBA  
Professor, Operations  
Executive Director, Dr. Andrew L. Tan Center  
for Tourism  
Asian Institute of Management

To find out how you can participate,  
contact us at [SEELL@aim.edu](mailto:SEELL@aim.edu) or  
visit <https://go.aim.edu/seellinquiries>

Download our latest program calendar at  
<https://go.aim.edu/seellprogramcalendar>



FOR INQUIRIES:

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## Your Program Faculty



Fernando Martin Y. Roxas, DBA  
Professor, Operations  
Executive Director, Dr. Andrew L. Tan Center for Tourism  
Asian Institute of Management

Prof. Fernando Y. Roxas, DBA, teaches Operations Management, Supply Chains, Systems Thinking, and other basic modules in the Degree and Executive Learning Programs of the Institute. He has published internationally in peer-reviewed tourism journals such as *Current Issues in Tourism* and has written various articles on a systems approach to tourism management (*The World Financial Review*, *World Futures: The Journal of New Business Paradigm*). He is also the pioneer and premier proponent of the multi-media case format in AIM. He obtained his Master's degree in engineering geology from the Asian Institute of Technology in Bangkok, Thailand, and an MBA from the Asian Institute of Management. He obtained his Doctor of Business Administration with High Distinction from De La Salle University. He is also the Executive Director of the Dr. Andrew L. Tan Center for Tourism where he develops training programs and research on Sustainable Tourism.



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## Earning a SEELL Post-Graduate Certificate and Diploma

SEELL offers Post-Graduate Stackable Certificate Courses in various areas of concentration and discipline, which build an individual's qualifications and distinguish their professional value. It enables professionals to develop their proficiency in diverse areas of concentration in a personalized and more manageable manner.

By successfully completing SEELL's programs, credentials can be earned over time, stacked towards earning a Post-Graduate Certificate in an area of their choice, and ultimately, a Post-Graduate Diploma in Management. This leads to more career opportunities, advancement, and potentially high-paying jobs.

### EARNING CREDENTIALS

Successfully completing the program earns participants two (2) units which can be credited to the following:

- Post-Graduate Certificate in Financial Management
- Post-Graduate Certificate in Marketing Management
- Post-Graduate Certificate in Human Resource Management
- Post-Graduate Certificate in Operations Management

\*Post-Graduate Certificates require five (5) units earned within two (2) years.



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Participants will also earn two (2) units which can be credited to the following:

- Post-Graduate Certificate in Basic Management
- Post-Graduate Certificate in Management Development

Participants will also earn two (2) units which can be credited to the Post-Graduate Diploma in Management.

\*The Post-Graduate Diploma in Management requires a total of twenty (20) units earned within three (3) years.

#### ELIGIBLE PROGRAMS

For guidance on other eligible programs for Post-Graduate Certificates and designing your learning journey with SEELL, please email us at [SEELL@aim.edu](mailto:SEELL@aim.edu) or visit our website at <https://executiveeducation.aim.edu>



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