



# ASIAN INSTITUTE OF TOURISM

## LINANGAN ng TURISMO sa ASYA

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**T**he Asian Institute of Tourism (AIT) was established as a degree-granting unit of the University on 26 February 1976 when the Board of Regents confirmed a Memorandum of Agreement earlier entered into between UP, the Department of Tourism (DOT), and the Philippine Tourism Authority (PTA). The agreement called for UP to institute and administer a baccalaureate program in tourism and the DOT-PTA to provide the necessary physical facilities in the form of a building and support equipment. The AIT was created to answer the increasing demand for professional managers, planners, educators, researchers, and staff personnel in the tourist trade as well as to cope with the needs of the growing industry.

### PROGRAMS OFFERED

#### UNDERGRADUATE PROGRAM

The AIT offers the BS in Tourism degree. The program requires a student to take 47 courses equivalent to 150 units. Around 45 units are general education subjects. The remaining units consist of 19 required tourism subjects; five tourism electives, six units of which could be for study of one foreign language; and internship of 360 hours. The subjects cover general management, accounting and finance, marketing and promotions, tourism laws, tourism planning and development, and courses that discuss the various facets of the tourism industry.

#### ADMISSION POLICIES/REQUIREMENTS

To be admitted into the program, students have to pass the UPCAT. Students applying for transfer from other Universities may also be admitted, provided they meet the following requirements: 1) completion of at least 30 units of general education; and 2) satisfactory weighted average for courses taken.

Applicants are accepted on the basis of: 1) evaluation of grades; 2) interview results; and 3) the quota set by the Institute.

#### PRIVATE SCHOLARSHIPS

Students may avail themselves of two private scholarships. The first is the AIT scholarship, which covers all school fees, as well as provides

book and living allowances. Up to four students can be awarded the AIT scholarship. The second is the SKAL Club of Manila scholarship, which provides the same benefits, but only to one awardee.

#### SERVICES AND FACILITIES

In line with AIT's mission to develop innovative leaders in tourism development and to provide relevant education, research and extension services to tourism stakeholders, the Institute offers a range of services. It initiates and coordinates studies for the academe, industry, government, local communities, and other stakeholders; helps solve issues in the tourism industry including but not limited to: mechanisms to effectively implement public-private partnerships in the tourism field, measurement of tourism activity, manpower development, and destination planning and development; publishes and disseminates research findings on the various aspects of tourism. Research dissemination and training extension are conducted via the organization of conferences, seminars, workshops, and education programs for those actively, or interested to be, involved in tourism. These activities are undertaken by using the latest in educational technology, having a wide range of tourism books and journals, and assembling the strongest faculty in tourism education and research in the country.

The AIT is located along Commonwealth Avenue, within the UP-Ayala Technology Park. The whole building is a wi-fi zone, enabling convenient access to the world wide web. The Institute's library contains more than 7,200 titles of tourism books and periodicals – the biggest and most up-to-date compilation in the country. Undergraduate theses from 1980 have been compiled in hard and digital copies. The Institute also has a computer laboratory, an audio-visual room, and a seminar room .

BACHELOR OF SCIENCE IN TOURISM 150 units			
APPROVAL 120th Special UPD UC : 02 April 2012   President AEPascual : 04 June 2012			
F I R S T Y E A R			
1st Semester 18 units		2nd Semester 19 units	
GE (AH 1) Free Choice	3	GE (AH 2) Free Choice	3
GE (SSP 1) Geog 1	3	GE (SSP 3) Free Choice	3
GE (SSP 2) Free Choice	3	GE (MST 2) Free Choice*	3
GE (MST 1) Free Choice*	3	GE (MST 3) Free Choice*	3
Math 11	3	Tour 102	4
Tour 110	3	Tour 113	3
PE	(2)	PE	(2)
S U M M E R			
6 units			
NSTP-CWTS 1 & 2		(6)	
S E C O N D Y E A R			
1st Semester 19 units		2nd Semester 18 units	
GE (AH 3) Fil 40**	3	GE (AH 5) Comm 3	3
GE (AH 4) Eng 10	3	Acctg 1	3
GE (SSP 4) Kas 1**	3	Econ 100.2	3
GE (SSP 5) Philo 1	3	Tour 112	3
Econ 100.1	3	Tour 122	3
Tour 120	4	Tour 151	3
PE	(2)	PE	(2)
T H I R D Y E A R			
1st Semester 18 units		2nd Semester 20 units	
Tour 114	3	GE (MST 4) Free Choice*	3
Tour 131	3	Stat 101	3
Tour 144	3	Tour 111	3
Tour 161	3	Tour 136	3
Tour 181	3	Tour 175	5
Tour Elective (1)	3	Tour Elective (2)	3
S U M M E R			
5 units			
Tour 109		5	
F O U R T H Y E A R			
1st Semester 18 units		2nd Semester 15 units	
PI 100	3	GE (MST 5) STS	3
Tour 115	3	Tour 198	3
Tour 121	3	Tour 200	3
Tour 153	3	Tour Elective (4)	3
Tour 199	3	Tour Elective (5)	3
Tour Elective (3)	3		
* Math 2 should not be taken as GE (MST) by BS Tourism students since Math 11 is already required			
** Kas 1 & Fil 40 satisfy the 6-unit Philippine Studies requirement.			
<i>Note: As a requirement for graduation, all students must take six (6) units in one of the National Service Training Program (NSTP) components: Civic Welfare Training Service (CWTS), Literacy Training Service (LTS), and Reserved Officer's Training Corps Military Science (ROTC Mil Sci). These are offered by UPD.</i>			

## COURSE OFFERINGS

## UNDERGRADUATE

## TOURISM DEVELOPMENT

## Tourism (Tour)

- 102 World Tourism.** The geography, history, attractions, facilities, travel formalities, conditions, communications, and gastronomy of important (actual and potential) tourism-oriented countries in the world. 4 u.
- 109 Travel Industry Practices.** Supervised exposure to actual practices in at least one aspect of the tourism industry. Prereq: Junior standing with at least two of the following: Tour 181, Tour 182, Tour 175, Tour 168. 360 h. in one summer. 5 u.
- 110 Tourism Principles.** The study and application of the basic components of tourism, the factors determining priorities in tourist development, the philosophy and promotion of tourism, and the social, cultural and economic significance of tourism. Includes the importance of travel counseling, publicity media, research and statistics, immigration and customs procedures, and the development of tourism at regional, national and international levels. 3 u.
- 111 Tourism Development and Control.** Quantitative and qualitative approaches to development planning in the tourism sector. Prereq: Tour 122, Econ 100.1, 100.2. 3 u.
- 112 Information and Communications Technology and Tourism.** The role and impacts of information and communications technology (ICT) in tourism development, service quality and operations of the industry; survey of specific information and communication technologies used in tourism establishments. Prereq: Tour 110. 3u.
- 113 Tourism and Philippine Culture.** Integration of the cultural geography of the Philippines in the context of tourism planning and development. Prereq: Tour 110. 3 u.
- 114 Domestic Tourism.** The importance of domestic travel in developing tourism. Various strategies and tactics to develop domestic tourism. Prereq: Tour 110. 3 u.
- 115 Entrepreneurship and New Enterprise Development in Tourism.** The examination of opportunities, preparation of business plans and analysis of problems involved in the planning and establishment of tourism-oriented enterprises. Identification, selection and implementation of a tourism-related business of their choice. Prereq: SS, Tour 136. 3 u.
- 116 Land Resource and Resort Area Development.** Analysis of the techniques in planning, developing and marketing land resources keeping in mind the economic, legal and physical factors in the use, transfer, development and administration

of lands for purposes of tourism. The emphasis is on the feasibility and planning of destination resort properties, and the development of recreational facilities as well as the overall hotel physical structure. Prereq: Tour 111. 3 u.

- 117 Ecotourism.** Sustainable utilization of the natural environment as a component of tourism development; development and operation of ecotourism products and programs. Prereq: Junior Standing. 3 u.

#### TOURISM MANAGEMENT

- 120 Principles of Organization and Behavior.** Principles and techniques of organization, management and organizational behavior in tourism planning bodies and enterprises. (Equivalent: BA 101 and 104) 4 u.
- 121 Human Resources Management in Travel and Tourism.** Introduction to the fundamental principles of human resources management in the areas of acquisition, development, maintenance and utilization of labor force in tourism-oriented establishments. Special issues relating to the management of human resources shall also be discussed. Prereq: Senior Standing. 3 u.
- 122 Tourism Management.** Comparative analysis of different approaches and options in the management of a destination's tourism industry, specifically in the aspects of planning, organization, direction and control. Includes a comprehensive study of the structure/organization of the national tourism organizations in various countries. Prereq: Tour 110, Tour 120. 3 u.
- 126 Meeting, Incentive Travel, Convention and Exhibition (MICE) Management.** A study of Meetings, Incentive Travel, Conventions and Exhibitions (MICE) industry as a vital component of tourism and an introduction to the various functions, techniques, methods and approaches in planning and organizing meetings, conventions and exhibitions; overview on incentive travel and its features. Prereq: Tour 131, Tour 151. 5 u.

#### FINANCIAL MANAGEMENT IN THE TRAVEL INDUSTRY

- 131 Management Accounting for Tourism Enterprises.** Uses of economic and accounting concepts for managerial planning and control in tourism planning bodies and enterprises. (Equivalent: Mgmt/BA 115) Prereq: Acctg 1, Econ 100.2. 3 u.
- 136 Financial Management in Tourism Enterprises.** Principles of financial management for short- and long-range planning. (Equivalent: Mgmt 141/BA 141, 142). Prereq: Tour 131. 3 u.

#### TOURISM/TRAVEL LAWS

- 144 Tourism Laws I.** An introductory course in basic business law emphasizing laws relevant to the tourism industry which includes: constitutional principles, principles of obligations

and contracts, and the laws on common carriers. Prereq: Junior Standing. 3 u.

- 145 Tourism Laws II.** A continuation of Tourism 144 (Tourism Laws I) for more extensive legal background as part of professional training for management. Emphasis is given to the laws pertaining to partnerships and corporations, specific rights and liabilities of innkeepers and other persons engaged in the ownership and operations of tourist establishments, and legal aspects of labor relations. Prereq: Tour 144. 3 u.

#### PROMOTION

- 151 Marketing Management in Tourism.** The importance and relevance of marketing in a variety of tourism-oriented institutions. Emphasis is placed on policies, strategies and tactics in promoting tourism and other products and services of the country. Prereq: Tour 110, Tour 120. 3 u.
- 153 Tourism Promotion.** The fundamental principles of publicity, advertising and sales promotion with emphasis on the various approaches, methods and problems when these promotional tools are used in tourism. Prereq: Tour 151. 3 u.

#### TRANSPORTATION

- 161 Transportation Management.** The development of major transportation systems and their marketing function as an integral part of the process of physical distribution. It considers the geographical, technical, legal and political factors as they affect land, sea and air travel and transport systems. Transportation's impact on areas served. Analysis of models of passenger transportation, including rates and services in urban, local, intra-provinces, inter-provinces and international operation. The regulations of carrier operation and passenger travel maximizing the contributions of the transport system. Prereq: Tour 110. 3 u.
- 166 Land Travel Management.** The breadth and challenge of strategic problems – current and future – which confront railway and bus company executives. The course aims to cultivate an awareness of the environment in which the bus and the railway industries must function, both today and in the future. Analysis of new approaches, techniques and management tools employed by effective bus and railway managers. Prereq: Tour 161. 3 u.
- 167 Sea Travel Management.** The breadth and challenge of current and future strategic problems which confront shipping and port executives. The course aims to cultivate an awareness of the environment in which the sea travel industry must function, both today and in the future. Analysis of new approaches, techniques and management tools employed by effective shipping and port managers. Prereq: Tour 161. 3 u.
- 168 Air Travel Management.** The breadth and challenge of strategic problems—current and future—which confront

airline and airport executives. The course aims to cultivate an awareness of the environment in which the airline and airport industry must function, both today and in the future. Analysis of new approaches, techniques and management tools employed by effective airline and airport managers. Prereq: Tour 161. 3 u.

**TRAVEL AGENCY OPERATION**

**175 Travel and Tour Management.** The application of new trends and management techniques in providing expertise and coordination of travel services; to include a travel organization’s role as provider of expertise and coordinator of travel services; its structures and functions: and its relation to other industry suppliers. Prereq: Tour 102, Tour 110, Tour 114, Tour 112. 5u.

**HOSPITALITY MANAGEMENT**

**181 Introduction to Hotel and Restaurant Management.** History, development and types of hotel and restaurants; an overview of operating departments, their functions and management. Prereq: Tour 112, Tour 120. 3 u.

**182 Resort and Club Management.** The management and operations of clubs and resorts, their services- including technical and administrative aspects. Prereq: Tour 181. 3 u.

**TERMINAL COURSES**

**197 Special Topics in Tourism.** Prereq: Junior Standing. 3 u.

**198 Strategic Management in Travel and Tourism.** The formulation and implementation of corporate objectives and strategies, as applied to tourism enterprises and governmental tourism organizations. It shall include an analysis of the environment, resources, and value orientation in corporations. Prereq: Graduating. 3 u.

**199 Tourism Research Methods.** The study of the basic aspects of planning, execution, integration, evaluation and application of research in the broad field of tourism with emphasis on the various quantitative and qualitative research methods and techniques. Prereq: Stat 101, SS. 3 u.

**200 Undergraduate Thesis.** Prereq: Tour 199. 3u.