



# The EdukCircle

## International Center for Communication Studies

INTERNATIONAL EDUCATION CIRCLE ICCS Co.  
12L El Jardin Del Presidente Tower II, 38 Sgt. Esguerra Street, South Triangle, Quezon City, Philippines 1103  
Telefax # (632) 82852543

### 16<sup>th</sup> EdukCircle International Convention on Tourism and Hospitality An Online Event, March 05, 2022

#### PROGRAM

- 08:30 – 09:00am      Opening
- 09:00 – 09:30am      **Creating a Great Customer Experience Through Service Process Management**  
**Dr. Alex Susskind**  
Professor of Natural Sciences  
SC Johnson College of Business  
Cornell University
- 09:30 – 09:45am      Panel Interaction  
**Ms. Mary Joy B. Limpin, MAHE**  
Program Chair, School of International Hospitality and Tourism Management  
University of Baguio  
**Prof. Maribeth H. Andino, MBM**  
Program Head, Hospitality and Tourism Management  
Immaculate Concepcion College Balayan  
**Ms. Florence C. Alcazar**  
Coordinator, Hospitality and Tourism Management Department  
Philippine Cultural College  
**Dr. Phoebe Dian D. Bansil**  
Chairperson, International Hospitality Management Department  
Batangas State University, JPLPC Malvar
- 10:00 – 10:30am      **Importance of Gender Equality for Sustainable Tourism**  
**Dr. Rosa Codina Sotomayor**  
Senior Lecturer  
The Oxford School of Hospitality Management  
Oxford Brookes University
- 10:30 – 10:45am      Panel Interaction  
**Prof. Jenelyn M. Magpatoc, MHRD**  
Dean, School of International Hospitality and Tourism Management  
University of Baguio  
**Ms. Mary Ann A. Donato, RND**  
Asst. Dean, College of Hospitality and Institutional Management  
Our Lady of Fatima University Pampanga  
**Mr. John Erwin S. Cano**  
Faculty, Institute of Hospitality Management and Tourism  
Baliwag Polytechnic College  
**Dr. Milagrosa M. Malicdem**  
Asst. Professor 3  
Pangasinan State University San Carlos  
**Ms. Karen Grace S. Brillantes**  
Chairperson, Tourism Management  
Jose Rizal Memorial State University
- 11:00 – 11:30am      **The Dark Side of Organizational Behaviors in Hospitality**  
**Dr. Wai San Shum**  
Assistant Professor  
Hospitality Department  
University of Nevada, Las Vegas

11:30 – 11:45am	<p>Panel Interaction</p> <p><b>Dr. Aimee Rosette L. Cruz</b> Program Adviser, Hospitality Management La Consolacion College Caloocan</p> <p><b>Ms. Cheyserr R. Chua</b> Campus Program Coordinator Surigao State College of Technology</p> <p><b>Ms. Lilagre R. Sevilla</b> Faculty, Hospitality and Tourism Management Mindanao State University- Iligan Institute of Technology</p> <p><b>Ms. Ailene Carillo, MBA</b> Faculty, School of International Hospitality and Tourism Management University of Baguio</p>
12:00 – 12:45pm	Lunch Break
12:45pm	Resumption of session
01:00 – 01:30pm	<p><b>Organizing Students' Course Events: A Reflection Through the Years</b></p> <p><b>Dr. Ubaldino Couto</b> Lecturer, School of Hospitality and Tourism Management Macao Institute for Tourism Studies</p>
01:30 – 01:45pm	<p>Panel Interaction</p> <p><b>Ms. Kristine L. Mangundayao, MSc, CHIA, CGSP</b> Department Chair, Cruise Line Operations, CITHM Lyceum of the Philippines University Batangas</p> <p><b>Ms. Roeanne Mylene K. Yango, CGSP</b> School Alumni Relations Coordinator, School of IHTM University of Baguio</p> <p><b>Ms. Maricris T. Tamares</b> Instructor I, Hospitality Management Occidental Mindoro State College</p> <p><b>Dr. Judylen M. Monterey</b> Chairperson, College of Tourism and Hospitality Management First Asia Institute of Technology and Humanities</p>
02:00 – 02:30pm	<p><b>Consumer Behaviour and Food – the Tourism Context</b></p> <p><b>Professor Anita Eves</b> Professor of Hospitality Management School of Hospitality and Tourism Management University of Surrey</p>
02:30 – 02:45pm	<p>Panel Interaction</p> <p><b>Dr. Jeetendra M. Vaswani</b> Program Coordinator, Tourism and Hospitality Management La Consolacion College Caloocan</p> <p><b>Ms. Eliza Joyce L. Palaroan</b> Program Head, Hospitality and Tourism Management Saint Louis University Baguio</p> <p><b>Ms. Gista Fel B. Barong</b> Chairperson, Hospitality Management Department Central Mindanao University- Musuan Bukidnon</p> <p><b>Ms. Jessica T. Faba-an, MHRM</b> Faculty, School of International Hospitality and Tourism Management University of Baguio</p>

- 03:00 – 03:30pm      **Customer Acceptance of Artificial Intelligence Devices In Travel and Tourism**  
**Dr. Manuel Alector Ribeiro**  
Senior Lecturer  
School of Hospitality and Tourism Management  
University of Surrey
- 03:30 – 03:45pm      Panel Interaction  
**Ms. Elham Kashef Saberi- Cuaresma**  
Dean, College of Business Management and Accountancy  
Trace College  
**Ms. Jasmin A. Matanguihan**  
Head, Records Management Office  
Batangas State University JPLPC Malvar  
**Ms. Maureen M. Caluag**  
Practicum Coordinator, Institute of Hospitality Management and Tourism  
Baliwag Polytechnic College  
**Ms. Joanna Marie B. Victorio, MBA**  
Program Chair, School of International Hospitality and Tourism Management  
University of Baguio
- 04:00 – 04:30pm      **The Application of Big Data in Tourism and Hospitality Research**  
**Dr. Anyu Liu**  
Professor  
School of Hotel and Tourism Management  
Hong Kong Polytechnic University
- 04:30 – 04:45pm      Panel Interaction  
**Prof. Lesley Ann Chan- Magtibay, MSTHM**  
Program Chair, Hospitality Management  
Polytechnic University of the Philippines Lopez Quezon  
**Ms. Maria Grace B. Balboa, MBA**  
Program Head, HRM  
St. Joseph College Cavite  
**Mr. Samuel R. Rogando, Jr.**  
Program Chair, Tourism Management  
Mariners Polytechnic College  
**Ms. Mary Ann M. De Jesus**  
Faculty, Institute of Hospitality Management and Tourism  
Baliwag Polytechnic College  
**Ms. Kresdale May G. Pacalso, MBA**  
Program Chair, School of International Hospitality and Tourism Management  
University of Baguio
- 04:45 – 05:00pm      Paper Presentation  
**Marketing Strategies Implemented by DOT- Accredited Travel Agencies during COVID-19**  
By: **Ms. Rigelle P. Lando**  
Student, BSTM-IT  
University of Baguio
- 05:00 – 05:15pm      Paper Presentation  
**Sustainable Development and Competitiveness of Coastal Tourism Destinations in Region IV-A**  
By: **Dr. Phoebe Dian D. Bansil**  
Department Chair, International Hospitality Management  
Batangas State University, JPLPC Malvar
- 05:30pm                End of Session