

The EdukCircle

Since 2008

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19th EdukCircle International Convention on Tourism and Hospitality GT- Toyota Asian Center Auditorium, University of the Philippines Diliman, October 07, 2023

PROGRAM

08:00 – 09:00am	Registration
09:00 – 09:10am	Invocation Prof. Soledad S. Felongco Student Affairs Coordinator La Consolacion College Caloocan
	National Anthem Ms. Crystele Gail Peralta 3 rd Year Student, Tourism Management Divine Word College of Calapan
09:10 – 09:20am	Welcome Remarks Dir. Alexander M. Baltazar Chairman, The EdukCircle
	Awarding of Honorary Chairmanship Prof. Shirley I. Mendoza, DBE, PhD Dean, School of Business, Hospitality and Tourism Management Divine Word College of Calapan Dr. Judylen M. Monterey, CGSP Chairperson, Tourism and Hospitality Management First Asia Institute of Technology and Humanities Ms. Jenifer G. Aguilar Coordinator, OJT and Curriculum and Instruction Development Laguna State Polytechnic University, Siniloan Campus Ms. Kresdale May G. Pacalso, MBA Program Chair, BS Hospitality Management University of Baguio
09:20-09:50am	Transformational Tourism: New Zealand and Singapore Perspectives Dr. Sandra Goh Senior Lecturer Hospitality & Tourism Auckland University of Technology
09:50-10:00am	Panel Interaction and Q and A Dr. Juan A. Asuncion, Jr. Dean, College of Tourism and Hospitality Management President Ramon Magsaysay State University, Iba Zambales Prof. Maribeth H. Andino, MBM, LPT Program Head, Hospitality and Tourism Management Immaculate Concepcion College, Balayan Prof. Maria Cecilia E. Remanente Dean, College of International Tourism and Hospitality Management University of Perpetual Help System DALTA Molino Mrs. Jasmin M. Carlos, MSHRM Program Chairperson, Hospitality Management Batangas State University, The National Engineering University, JPLPC Malvar Dr. Jeetendra M. Vaswani Program Coordinator, Tourism and Hospitality Management La Consolacion College Caloocan Dr. Alvin T. Morales, CGSP Faculty, School of International Hospitality and Tourism Management University of Baguio
10:00 – 10:45am	Introduction of Guest Speaker Prof. Esperanza Aduna Beresford President, Faculty Association Dalubhasaang Politekniko ng Lungsod ng Baliwag

Destination Branding Slogans and Their Impact on Tourist Arrivals

Dr. Reil G. Cruz

Associate Professor
Asian Institute of Tourism
University of the Philippines Diliman

10:45 – 11:00am

Panel Interaction and Q and A

Prof. Angelie Marie L. Vizconde, PhD, CTP, FIM

Program Head, Center for Hospitality Management, Manila Tytana Colleges
Faculty and Consultant, Our Lady of Perpetual Succor College

Dr. Mara Danielle M. Espinoza

Dean, College of International Hospitality and Tourism Management
Perpetual Help College of Pangasinan

Ms. Trizha Gayle S. Reyes

Instructor, College of Hospitality Management and Tourism
Laguna State Polytechnic University, Siniloan

Ms. Gista Fel B. Barong

Chairperson, Hospitality Management Department
Central Mindanao University

Ms. Princess A. Cabrera, MAIE-HRM

Program Chair, Hospitality Management
President Ramon Magsaysay State University, Iba Zambales

11:00 – 11:45am

Introduction of Guest Speaker

Ms. Stefanny A. Uy

Program Chairperson, School of Hospitality Management
Saint Francis of Assisi College

Data Privacy, Protection and Tourism Management in a Digital World

Dr. Ibrahim Mohammed

Research Assistant Professor
School of Hotel and Tourism Management
Hong Kong Polytechnic University

11:45 – 12:00nn

Panel Interaction and Q and A

Mr. John Brienford P. Calunod, MSHRM

Program Chair, Tourism and Hospitality Management
Our Lady of Perpetual Succor College

Dr. Leonna Marrien U. Asi, CHP

Department Chairperson, CABEIHM
Batangas State University, The National Engineering University, Pablo Borbon

Ms. Rhia May C. Abrajano

Chairperson, College of Hospitality Management
President Ramon Magsaysay State University, San Marcelino Campus

Ms. Joan Siwalen-Florague, MBA

Faculty Member, School of International Hospitality and Tourism Management
University of Baguio

Ms. Maria Grace B. Balboa, MBA, LPT

Instructor II
Immaculate Concepcion College, Balayan

12:00 – 01:00pm

Lunch Break

01:00 – 01:15pm

Intermission

Song Number

Ms. Janice Grace Magahis, Student, Tourism Management
Immaculate Concepcion College, Balayan

01:15 – 02:00pm

Introduction of Guest Speaker

Ms. Jenifer P. Pinkihan, DHM

Faculty Member
Ifugao State University, Lagawe Campus

Exploring Opportunities and Challenges in Philippine Tourism and Hospitality Education

Dr. Lilibeth Aragon

Dean
College of International Tourism and Hospitality Management
Lyceum of the Philippines University

02:00 – 02:15pm

Panel Interaction and Q and A

Mr. Vee Jay C. Dalisay, MSTM

Dean, College of International Tourism and Hospitality Management
Lipa City Colleges

Dr. Girlie M. Samson

Associate Professor, College of Hospitality and Tourism Management
Bulacan State University

Ms. Christine R. Pacheco
College Research Coordinator
President Ramon Magsaysay State University, Iba Zambales
Dr. Mylene T. Balagot
CHI Faculty and Campus OJT Coordinator
University of Rizal System, Antipolo
Mr. John Carlo R. Real
Instructor, College of Hospitality Management and Tourism
Laguna State Polytechnic University, Siniloan Campus

02:15 – 03:00pm Introduction of Guest Speaker
Ms. Rexzel May D. Ursua
Faculty Assistant, CIHTM
Perpetual Help College of Pangasinan

Digital Transformation in Tourism and Hospitality
Dr. Maria Criselda G. Badilla
Associate Professor
Asian Institute of Tourism
University of the Philippines Diliman

03:00 – 03:15pm Panel Interaction and Q and A
Dr. Noelah Mae D. Borbon
Professorial Guest Lecturer II, BSU, JPLPC Malvar
Part time Faculty, FAITH Colleges
Board of Director, United Tourism and Hospitality Professionals Inc.
Ms. Desiree Anne L. Olimpo, MBA
Faculty Member, School of International Hospitality and Tourism Management
University of Baguio
Ms. Jasper Swan Cruz
Faculty, Institute of Hospitality and Tourism Management
Dalubhasaang Politekniko ng Lungsod ng Baliwag
Ms. Sheena T. Guevarra
Faculty, Hospitality Management
Negros Oriental State University
Dr. Dixie C. Castro
Program Head, Hospitality Management Department
Occidental Mindoro State College

03:15 – 04:00pm Introduction of Panel of Judges
Ms. Jodi Michelle K. Jacinto
Instructor, College of Hospitality Management and Tourism
Laguna State Polytechnic University, Siniloan Campus

1st EdukCircle Travel Vlogging Competition

Panel of Judges
Ms. Glory Ann Karen C. Caldingon, LPT, CTP, MSHM
College Dean
Kalinga State University
Ms. Mary Ann M. De Jesus
OJT Coordinator, Institute of Hospitality and Tourism Management
Dalubhasaang Politekniko ng Lungsod ng Baliwag
Mr. Vee Jay C. Dalisay, MSTM
Dean, College of International Tourism and Hospitality Management
Lipa City Colleges
Chef Theresa Althea Lopez
Faculty Member
Lyceum of the Philippines University, Batangas
Ms. Mellie Joy T. Adofina
Program Head Coordinator, College of Hospitality Management and Tourism
Laguna State Polytechnic University, Siniloan Campus

04:30pm End of Session