



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

Eleven half-days starting April 19, 2021



# 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 19, 21, 23, 26, 28, 30, May 3, 5, 7,  
10, 12, 2021

1:30 PM to 5:00 PM (GMT+08) on all  
dates

## PROGRAM FORMAT

Delivered online via live virtual interactive  
sessions in Zoom

## PROGRAM FEE

PHP 35,000.00 or USD 700.00

\*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.



John Paolo R. Rivera, PhD  
Adjunct Faculty  
Asian Institute of Management

John Paolo R. Rivera, PhD, teaches Tourism Economics in the executive training programs of the Dr. Andrew L. Tan Center for Tourism. He was Visiting Research Fellow at the Ritsumeikan Center for Asia Pacific Studies of Ritsumeikan Asia Pacific University in Japan; and was a Consultant at the Philippine Center for Environmental Protection and Sustainable Development Inc. and the Economic Research Institute for ASEAN and East Asia in Indonesia. He obtained his Doctor of Philosophy in Economics, Master of Science in Economics, and Bachelor of Science in Applied Economics (Magna cum Laude) from De La Salle University. His specialization includes Applied Econometrics, Economic Development, and Tourism Development.



Eylla Laira M. Gutierrez, MA  
Adjunct Faculty  
Asian Institute of Management

Eylla Laira M. Gutierrez, MA, led the Center's research efforts on sustainable tourism, participatory approach to tourism, and policy development. She is also a Consultant at Warwick & Rogers with hubs in the Philippines, Australia, Mongolia, and Myanmar. She recently served as an Intern for National Green Growth Policy and Green Local and Regional Economic Development under Project for Green Economic Development at Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), Fleishman-Hillard (FH) Manila, and Konrad Adenauer Stiftung (KAS) Philippines. She holds a Master of Arts in Development Policy (under KAS scholarship) and Bachelor of Arts in International Studies major in European Studies from De La Salle University.



Milette L. Zamora, MBA, CPM  
Adjunct Faculty  
Asian Institute of Management

Milette L. Zamora, MBA, CPM, teaches marketing in the public and in-house tourism programs of the Dr. Andrew L. Tan Center for Tourism. She was formerly Assistant Professor at the Marketing Department of the Ramon V. Del Rosario College of Business in De La Salle University, where she taught marketing principles at the undergraduate and graduate levels. Prior to joining the academe, she was marketing manager at ABS-CBN. She obtained her Masters in Business Management from the Asian Institute of Management and Bachelor of Arts, Major in Philosophy, Minor in Psychology from De La Salle University.



Lesley Jeanne Y. Cordero, JD  
Adjunct Faculty  
Asian Institute of Management

Lesley Jeanne Y. Cordero, JD, is Senior Disaster Risk Management Specialist at the World Bank. She manages the Bank's overall Disaster Risk Management program in the Philippines. She is also leading the preparation of a Sustainable and Resilient Tourism Project for the Philippines. She also supported various DRM projects in East Asia and the Pacific (Viet Nam, Myanmar, Indonesia, and Fiji Islands). She previously served as Undersecretary at the Office of the President of the Philippines; Undersecretary at the Presidential Communications Operations Office; and Commissioner of the National Youth Commission. She graduated magna cum laude with a degree of Bachelor of Philosophy at University of San Carlos and Juris Doctor of Laws at the Ateneo de Manila University School of Law.



Maria Cherry Lyn S. Rodolfo, PhD  
Adjunct Faculty  
Asian Institute of Management

Maria Cherry Lyn S. Rodolfo, PhD has more than twenty years of experience in tourism and aviation research and consulting for government, private sector, and international development partners. She has served as consultant, resource person, speaker on tourism development, destination management, tourism master planning, sustainable tourism, liberalization and competitiveness, trade in transport and logistics, trade in services, links between tourism and migration, economic impact analysis, resident support and community perceptions, industrial restructuring, and competition policy. She obtained her Doctor of Philosophy in Economics from the Ateneo de Manila University; M.S. Industrial Economics from the Centre for Research and Communication; and B.A. Management Economics (Honorable Mention) from the Ateneo de Manila University.