



Program Title	Global Network Week (GNW) Sustainable Tourism
Schedule	March & October
Faculty	Prof. Fernando Y. Roxas, DBA https://aim.edu/faculty-and-staff/core-faculty/fernando-martin-y-roxas-dba
Contact Person	Katrina Afable W.SyCip Graduate School of Business (WSGSB) kafable@aim.edu

A. Program Description

The Global Network Week (GNW) program is an initiative of the Global Network for Advanced Management (GNAM) designed to provide students from participating Global Network schools with a rich global immersion experience. The program was piloted last 04-08 March 2013 with over 200 students from five participating schools. Since then, the GNW has been conducted every March and October. Twenty-two GNAM-member schools have hosted for a week and approximately 3,000 students have participated in the GNW. For detailed information about participation, please refer to the Facts & Figures section of the GNW tab on the GNAM website (<http://advancedmanagement.net/>).

The W. SyCip Graduate School of Business (WSGSB) and the Dr. Andrew L. Tan Center for Tourism (ALT-CFT) of the Asian Institute of Management (AIM) in the Philippines will be holding a weeklong management course on ecotourism for students of the GNAM. This course will be part of the GNW, wherein weeklong mini courses provide an opportunity for students within the network to pursue intensive study on selected topics. Apart from AIM, the GNAM network includes 30 other member schools.

This course on sustainable tourism is designed to give students the opportunity to discuss management dynamics of sustainable tourism sites, and the proper management of scarce environmental resources. The course will highlight how tourism destinations and enterprises practice sustainability. The key focus of the course is on the interaction of different stakeholders and value chain members of tourism destinations in advancing sustainable tourism that ensures economic and financial viability of tourism businesses, involvement of local communities, and conservation and preservation of the natural environment.

B. Program Objectives

1. To strengthen partnership with the Global Network for Advanced Management by providing mini courses that will provide an opportunity for students within the network to pursue intensive study on ecotourism.
2. To open program and research agenda on sustainability that students can incorporate in their respective fields of study. Specifically, this Program aims to develop knowledge, understand, and appreciation of environmentally responsible travel to relatively undisturbed natural areas that promotes biodiversity conservation, operates on low negative visitor impact, and provides for socio-economic benefits to the local stakeholder communities.
 - a. Develop knowledge and understanding of resources, products, best management practices, and opportunities in the ecotourism sector.

<ul style="list-style-type: none"> b. Incorporate the guiding principles of sustainability into the other sub-sectors of the travel industry c. Provide a framework to plan, design, and assess interpretation programs for tourists. <p>3. On a management perspective, this program aims:</p> <ul style="list-style-type: none"> a. To feature sustainable business models that other tourism enterprises can adapt that will allow them to be financially, operationally, and environmentally sustainable b. To feature sustainable business models that other tourism enterprises can adapt to involve stakeholders in practicing sustainability. c. To present a framework on how to create a mutually beneficial system for participating stakeholders; <p>4. To expose students to the various sustainable tourism sites in the Philippines.</p>
<p>C. Expected Learning Outcomes</p> <p>After the weeklong course, the student should be able to:</p> <ul style="list-style-type: none"> 1. Understand the sustainable tourism practices in the Philippines in terms of operations and resource management; and how can these be applied in other countries 2. Appreciate the characteristics of the Philippines that present opportunities for establishing sustainable tourism enterprises that are financially viable and operationally sustainable. 3. Become familiar with financial and logistical resources available to support enterprises desiring to participate in the tourism industry. 4. Analyze the socio-economic impact of sustainable tourism and describe potential solutions to maximize its benefits to the local community. 5. Effectively communicate these situations and potential solutions to stakeholders.
<p>D. Academic Credit and Capstone Project</p> <p>At the end of the course, students are required to present their perspectives:</p> <ul style="list-style-type: none"> • On the macro level, students will have to propose policy recommendations to encourage local community involvement in sustainable operations. <p>Students' output will be presented on the last day of the course to a set of panelists to be identified by the program organizers. Presentation of the capstone project is required to merit a certificate of completion.</p>
<p>E. Classroom Policies</p> <ul style="list-style-type: none"> 1. For classroom sessions held at the Asian Institute of Management, students are required to come in business casual. Shorts, t-shirts with loud or offensive statement, tank tops, plunging necklines, beach outfits and slippers/flip-flops are not allowed during office and class hours. 2. For site visits, students are allowed to wear comfortable clothes and shoes. It is also recommended that students bring insect repellents and sunscreen.
<p>F. Site Description</p> <p><i>To be announced</i></p>
<p>G. Student Expenses</p> <ul style="list-style-type: none"> 1. Roundtrip airline tickets 2. 1-week accommodation 3. Travel Insurance (students must provide the program a copy of the insurance document) 4. Meals 5. Tourism fees during site visits (approximately USD155)

H. Itinerary
Day 1 (Monday) Activity: Classroom Session Time: 9:30AM – 5:00PM Venue: AIM
Day 2 (Tuesday) Activity: Classroom Session Time: 9:30AM – 5:00PM Venue: AIM
Day 3 (Wednesday) Activity: Field visit Time: 7:00AM – 7:00PM Venue: to be announced
Day 4 (Thursday) Activity: Field visit Time: 7:00AM – 7:00PM Venue: to be announced
Day 5 (Friday) Activity: Capstone Presentation and Wrap-up Session Time: 9:00AM – 12:00NN Venue: AIM

**Updated itinerary and breakdown of expenses will be released 3-4 weeks before start of the program.*