



**CHEDRO-III MEMORANDUM**

No. 144, series 2021

**For : THE PRESIDENTS/HEADS OF HIGHER EDUCATION INSTITUTIONS OFFERING TOURISM /HOSPITALITY EDUCATION PROGRAMS IN REGION III**

**Attn : VICE PRESIDENT FOR ACADEMIC AFFAIRS/ DEANS/ PROGRAM HEADS OF TOURISM /HOSPITALITY EDUCATION PROGRAMS**

**Subject : BOUNCING FORWARD: CENTRAL LUZON TOURISM AND HOSPITALITY EDUCATION VIRTUAL CONFERENCE**

**Date : 07 OCTOBER 2021**

The Commission on Higher Education Regional Office III (CHEDRO-III), in partnership with the Department of Tourism Region III invites all concerned to the **Bouncing Forward: Central Luzon Tourism and Hospitality Education Virtual Conference on 21 October 2021 (Thurs) from 8:00AM to 12:00NN**. With the theme "*Forging Ties Among the Government, Industry and Academe Amidst the Pandemic in the Tourism and Hospitality Industry*", the event aims to: (1) address issues and concerns in tourism/hospitality education, (2) forge stronger collaborations among CHED, DOT and HEIs, and (3) harmonize the actions of CHED and DOT in addressing concerns related to tourism/hospitality education and industry.

One of the highlights of the said conference will be the Workshop (Breakout Session) where HEIs will discuss from among themselves the following issues and concerns related to tourism/hospitality education:

1. Job skill mismatch between graduates of tourism and hospitality education and industry needs;
2. Conduct of student industry exposure while face-to-face practicum is still suspended due to the pandemic;
3. Recalibration of curriculum to address industry and local needs; and
4. Supply of graduates and the demand for BSTM/ BSHM graduates in the next four (4) years

In this connection, all private HEIs, State Universities and Colleges (SUCs) and Local Universities and Colleges (LUCs) offering tourism/ hospitality programs are requested to send four (4) representatives (one representative for each issue/concern) to the conference and register through the link: <https://bit.ly/3iAm1od> on or before 19 October 2021, 5:00PM.

Should there be further queries, the designated staff of the institution/s may coordinate directly with Ms. Anna Rodessa C. Calma, Education Supervisor II at (045) 402-6659 or email at [arcastro@ched.gov.ph](mailto:arcastro@ched.gov.ph).

For the HEIs' usual support and participation, please.

**MARIA TERESITA MACANAS SEMANA, PhD, CESO IV**  
Officer-in-Charge, Office of the Director IV