



COMMISSION ON HIGHER EDUCATION
REGIONAL OFFICE III



CHEDRO-III MEMORANDUM
No. 017, s. 2025

RELEASED
JAN 30 3 FEB 2025
CHEDRO III

For : **ALL PRESIDENTS/HEADS/OFFICERS-IN-CHARGE, HEADS OF PUBLIC AND PRIVATE HIGHER EDUCATION INSTITUTIONS IN REGION III**

Subject : **Department of Tourism's Filipino Brand of Service Excellence (FBSE) Training Program**

Date : **January 28, 2025**

Pursuant to the pertinent provisions of Republic Act No. 7722, otherwise known as the "Higher Education Act of 1994," this Office endorses the Department of Tourism's (DOT) learning course, the Filipino Brand of Service Excellence (FBSE), designed to enhance and uplift the quality of service in all tourism touchpoints.

DOT offers the said training to graduating tourism and hospitality management students in the Region. As such, all higher education institutions with BS in Tourism Management and BS in Hospitality Management programs are encouraged to avail of this relevant training program for their students.

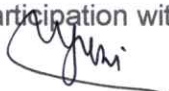
To smoothly facilitate the training, the following assistance will be requested from the interested College/University:

1. Invitation of at least 60 participants to attend the whole-day training (8:00am – 5:00pm);
2. Provision of meals and a venue that can accommodate the participants with the set-up of chairs and tables (classroom set-up), LCD projector with widescreen, whiteboard, sound systems, microphones of at least two units, extension wires/cords, electrical outlets, and WIFI access; and
3. The assistance of at least one (1) staff for the duration of the activity.

DOT will cover other related expenses such as the speaker's honorarium, accommodation, transportation and training materials. Training requests will be on a first-reservation, first served basis, subject to the availability of funds.

Should there be any questions/clarifications, please do not hesitate to connect with the Training Unit of DOT-III at dot3training@tourism.gov.ph or 09269065944 and 09155934684.

Participation with all concerned is highly encouraged.


DR. LORA L. YUSI
Director IV