SCHOOL OF NUTRITION AND HOSPITALITY MANAGEMENT

Centro Escolar University
Maila*Makati*Malolos

BACHELOR OF SCIENCE IN INTERNATIONAL TOURISM AND TRAVEL MANAGEMENT

Exit Competencies of the Ladderized Qualifications

The Bachelor of Science in International Tourism and Travel Management (BSITTM) of Centro Escolar University provides a progressive learning pathway that equips students with industry-relevant knowledge, skills, professional values, and competencies responsive to the evolving demands of the local and international tourism and travel industry.

Through its ladderized curriculum, students gain distinct qualifications at various stages of their academic journey, enhancing their employability, professional development, entrepreneurial capabilities, and opportunities for further education.

Certificate in Tourism Promotion Services

Upon completion of the First Year

The **Certificate in Tourism Promotion Services** prepares students for entry-level employment opportunities in tourism promotion, destination marketing, customer service, visitor information services, and digital tourism assistance. Students develop foundational competencies in communication, marketing, technology applications, quality service delivery, and responsible tourism practices.

Exit Competencies, Job Opportunities, and Employment Sectors

Exit Competencies	Possible Job Opportunities	Potential Employment Sectors
Demonstrate foundational knowledge of the local and international tourism and hospitality industry, including its structure, sectors, and economic contributions.	Tourism Office Assistant; Tourism Services Assistant; Travel Agency Assistant	Travel agencies; Tour operators; Tourism offices
Promote Philippine tourism destinations, cultural heritage, natural attractions, and tourism products to diverse markets.	Tourism Promotions Assistant; Destination Marketing Assistant; Tourism Information Staff	Destination marketing organizations; Local government tourism offices; Cultural and heritage sites
Apply basic marketing principles and digital marketing tools in	Tourism Marketing Assistant; Digital Marketing Assistant; Social Media	Tourism marketing agencies; Travel agencies;

promoting tourism products, services, and destinations.	Assistant; Tourism Sales Assistant	Online travel agencies; Hotels and resorts
Provide accurate and relevant tourism information and assistance to tourists and prospective clients.	Tourist Information Officer; Tourism Desk Officer; Travel Adviser; Visitor Information Assistant	Tourism information centers; Travel agencies; Visitor assistance centers; Government tourism offices
Demonstrate effective oral and written communication skills in tourism-related transactions.	Customer Service Representative; Travel Information Assistant; Tourism Communications Assistant	Travel agencies; Tourism enterprises; Customer service centers
Deliver quality customer service in accordance with tourism and hospitality industry standards.	Concierge Agent; Guest Services Assistant; Customer Relations Assistant	Hotels and resorts; Hospitality establishments; Tourist attractions
Apply basic safety, security, sanitation, and risk management practices in tourism-related activities.	Visitor Services Assistant; Tourist Attraction Attendant; Tourism Operations Assistant	Theme parks; Museums; Recreational facilities; Tourist attractions
Utilize basic digital technologies to support tourism promotion and service delivery.	Online Travel Services Assistant; Digital Tourism Assistant; Tourism Information Systems Assistant	Online travel agencies; Digital tourism enterprises; Tourism technology companies
Demonstrate professionalism, ethical behavior, teamwork, cultural sensitivity, and social responsibility.	Tourism Administrative Assistant; Tourism Center Assistant; Guest Relations Assistant	Government and private tourism organizations; Hospitality establishments; Community-based tourism enterprises

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Diploma in Tour and Travel Services

Upon completion of the Second Year, including the 200-hour Practicum 1

The **Diploma in Tour and Travel Services** equips students with technical and operational competencies in travel agency operations, tour guiding, tour packaging and development, travel reservations, events management, and front office services. Through classroom instruction, practical training, industry-relevant technologies, and experiential learning, students develop the professional competencies necessary for employment in local and international tourism and travel establishments.

Exit Competencies, Job Opportunities, and Potential Employment Sectors

Exit Competencies	Possible Job Opportunities	Potential Employment Sectors
Perform fundamental travel agency and tour operations in accordance with industry standards and procedures.	Travel Consultant; Travel Agency Staff; Tour Operations Assistant; Travel Services Associate	Travel agencies; Tour operators; Online travel agencies; Destination management companies
Develop, organize, cost, and promote tour packages and travel itineraries responsive to customer preferences and market requirements.	Tour Package Development Assistant; Tour Coordinator; Itinerary Planner; Travel Sales Associate	Travel agencies; Tour operators; Destination management companies; Tourism enterprises
Perform local tour guiding and interpretation services, highlighting cultural, historical, and natural attractions.	Local Tour Guide; Tour Escort; Heritage Guide; Visitor Services Assistant	Tour operators; Museums; Cultural and heritage sites; Ecotourism destinations; Local government tourism offices
Utilize Global Distribution Systems (GDS) and other relevant technologies for travel reservations and tourism-related transactions.	Reservations Agent; Ticketing Assistant; Airline Reservations Staff; Travel Booking Agent	Airlines; Travel agencies; Online travel agencies; Airline ticketing offices; Travel technology companies
Assist clients with travel arrangements, travel documentation requirements, and destination information.	Travel Documentation Assistant; Travel Consultant; Visa Processing Assistant; Travel Services Agent	Travel agencies; Tour operators; Travel documentation service providers; Corporate travel service providers
Plan, coordinate, and support meetings, incentives, conferences, exhibitions, and special events.	Events Assistant; Events Coordinator; Conference Assistant; MICE Operations Assistant	Events management companies; Convention and exhibition centers; Hotels and resorts; Professional conference organizers

Perform basic front office operations and guest assistance services.	Front Desk Agent; Front Office Associate; Guest Services Agent; Reservations Assistant	Hotels and resorts; Serviced apartments; Integrated resorts; Other accommodation establishments
Apply operations management principles to ensure efficient and quality tourism service delivery.	Tourism Operations Assistant; Travel Operations Associate; Tour Operations Coordinator; Administrative Assistant	Travel agencies; Tour operators; Tourism enterprises; Hospitality establishments
Demonstrate knowledge of global cultures and tourism geography in serving diverse travelers.	Destination Information Assistant; International Travel Services Assistant; Tour Coordinator; Visitor Relations Assistant	International travel agencies; Tour operators; Tourism information centers; Destination management companies
Apply technical competencies, workplace ethics, customer service standards, and professional practices through industry-based training.	Tourism Services Associate; Airline Ground Services Assistant; Customer Service Representative; Travel Operations Assistant	Airlines; Airport ground handling companies; Travel agencies; Hotels and resorts; Tourism and hospitality enterprises

Associate in Tourism and Travel Management

Upon completion of the Third Year

The **Associate in Tourism and Travel Management** equips students with advanced operational, supervisory, entrepreneurial, and analytical competencies in tourism and travel management. Students develop competencies in strategic management, corporate travel, international cruise tourism, tourism policy and planning, sustainable tourism, research, and multicultural workplace management. This qualification prepares students for advanced operational and junior supervisory positions in local and international tourism and travel establishments.

Exit Competencies, Job Opportunities, and Potential Employment Sectors

Exit Competencies	Possible Job Opportunities	Potential Employment Sectors
Apply strategic management principles in planning, organizing, and evaluating tourism and travel operations.	Tourism Operations Coordinator; Travel Operations Coordinator; Assistant Operations Supervisor	Travel agencies; Tour operators; Destination management companies; Tourism enterprises
Demonstrate supervisory and decision-making competencies in tourism-related establishments.	Travel Services Team Leader; Tour Operations Supervisor; Guest Services Supervisor	Travel agencies; Tour operators; Hotels and resorts; Tourist attractions

Develop entrepreneurial tourism business concepts responsive to market opportunities and industry needs.	Tourism Entrepreneur; Travel Business Development Assistant; Tourism Product Development Associate	Tourism enterprises; Travel start-ups; Travel agencies; Community-based tourism enterprises
Apply relevant legal and regulatory frameworks governing tourism and hospitality operations across different regions.	Tourism Compliance Assistant; Travel Documentation Coordinator; Tourism Administrative Associate	Government tourism offices; Travel agencies; Tourism and hospitality establishments
Analyze emerging trends, policies, planning approaches, and development strategies in the tourism industry.	Tourism Planning Assistant; Tourism Development Assistant; Destination Development Associate	Department of Tourism; Local government tourism offices; Destination management organizations; Tourism development agencies
Coordinate corporate travel arrangements and business travel services.	Corporate Travel Consultant; Business Travel Coordinator; Corporate Travel Services Associate	Corporate travel management companies; Multinational corporations; Travel agencies; Business process outsourcing companies
Demonstrate operational knowledge of international cruise tourism and travel management.	Cruise Reservations Agent; Cruise Sales Associate; Cruise Travel Consultant; Shore Excursion Assistant	International cruise lines; Cruise travel agencies; Cruise tour operators; Maritime tourism enterprises
Integrate sustainable and responsible tourism principles into tourism planning, product development, and service delivery.	Sustainable Tourism Project Assistant; Ecotourism Coordinator; Community-Based Tourism Coordinator	Ecotourism establishments; Environmental organizations; Local government units; Sustainable tourism enterprises
Demonstrate intercultural communication, basic foreign language proficiency, and effective collaboration in multicultural workplaces.	International Travel Services Associate; Guest Relations Associate; International Customer Service Representative	International travel agencies; Airlines; Cruise lines; Hotels and resorts; Multinational tourism enterprises
Develop research proposals addressing relevant tourism and travel industry concerns.	Tourism Research Assistant; Market Research Assistant; Tourism Project Assistant	Tourism research institutions; Government tourism agencies; Academic institutions; Tourism consultancy firms
Demonstrate ethical decision-making, social responsibility, adaptability, and professional accountability.	Tourism Program Coordinator; Customer Relations Coordinator; Tourism Administrative Associate	Government and private tourism organizations; Travel agencies; Hospitality establishments; Non-governmental organizations

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Bachelor of Science in International Tourism and Travel Management

Upon completion of the Fourth Year, including the 400-hour Practicum 2

The **Bachelor of Science in International Tourism and Travel Management** develops globally competitive, innovative, service-oriented, and socially responsible tourism professionals equipped with comprehensive competencies in tourism and travel operations, strategic management, leadership, entrepreneurship, research, and sustainable tourism development. Graduates are prepared to pursue professional, operational, supervisory, managerial, and entrepreneurial career opportunities in the local and international tourism and travel industry.

Exit Competencies, Job Opportunities, and Potential Employment Sectors

Exit Competencies	Possible Job Opportunities	Potential Employment Sectors
Integrate comprehensive knowledge of tourism and travel management in addressing complex operational and managerial challenges in local and international settings.	Tourism Operations Officer; Travel Operations Supervisor; Tourism Management Associate; Management Trainee	Travel agencies; Tour operators; Destination management companies; International tourism enterprises
Plan, organize, manage, and evaluate tourism and travel operations in accordance with professional and industry standards.	Travel Agency Manager; Tour Operations Manager; Tourism Operations Supervisor; Destination Services Coordinator	Travel agencies; Tour operators; Online travel agencies; Tourism enterprises
Demonstrate leadership, strategic decision-making, and ethical management competencies in diverse tourism-related organizations.	Tourism Management Trainee; Operations Supervisor; Business Development Officer; Tourism Program Coordinator	Tourism corporations; Multinational companies; Hospitality establishments; Government and private tourism organizations
Apply management principles and operational procedures in regional and international airline operations and transportation services.	Flight Attendant; Airline Passenger Service Agent; Airline Ground Operations Officer; Airline Reservations and Ticketing Officer; Airport Services Supervisor	Domestic and international airlines; Airports; Ground handling companies; Aviation service providers
Evaluate global trends and emerging developments in transportation, tourism, and travel management to enhance organizational competitiveness.	Transportation Operations Coordinator; Tourism Development Officer; Travel Industry Analyst; Tourism Planning Associate	Airlines; Transportation companies; Government tourism agencies; Tourism consultancy firms
Develop effective sales, marketing, and customer	Tourism Marketing Officer; Sales Executive; Business	Tourism marketing agencies; Airlines; Travel agencies;

relations strategies to improve customer satisfaction and business performance.	Development Executive; Customer Relations Manager; Destination Marketing Officer	Hotels and resorts; Destination marketing organizations
Utilize industry-relevant technologies and digital systems to enhance tourism operations, service efficiency, and customer experiences.	GDS Specialist; Digital Tourism Specialist; Online Travel Operations Officer; Travel Technology Support Specialist	Online travel agencies; Travel technology companies; Airlines; Tourism enterprises; Global Distribution System providers
Develop innovative, sustainable, and entrepreneurial tourism products, services, and business solutions.	Tourism Entrepreneur; Tourism Product Development Officer; Travel Agency Owner; Tourism Business Development Officer	Tourism start-ups; Travel agencies; Tour operators; Sustainable tourism enterprises; Community-based tourism enterprises
Conduct and communicate research that contributes to evidence-based decision-making and continuous improvement in the tourism and travel industry.	Tourism Research Associate; Tourism Market Research Analyst; Tourism Planning Officer; Tourism Project Development Officer	Government tourism agencies; Research institutions; Academic institutions; Tourism consultancy firms
Communicate effectively in multicultural and international environments, demonstrating intercultural awareness and foreign language competencies.	International Travel Consultant; International Guest Relations Officer; Cruise Guest Services Associate; Airline Cabin Crew	International airlines; Cruise lines; International travel agencies; Hotels and resorts; Multinational corporations
Integrate sustainability, cultural heritage preservation, ethical practices, and social responsibility into tourism management decisions.	Sustainable Tourism Officer; Ecotourism Development Officer; Heritage Tourism Coordinator; Community Tourism Development Officer	Department of Tourism; Local government units; Environmental organizations; Cultural heritage institutions; Non-governmental organizations
Demonstrate professional competence, leadership potential, adaptability, and workplace readiness through industry-based experiential learning.	Airline Services Officer; Corporate Travel Executive; MICE Coordinator; Cruise Operations Associate; Tourism Management Trainee	Airlines; Airports; Cruise lines; Corporate travel management companies; Events management companies; International tourism establishments
Exhibit a commitment to lifelong learning, professional excellence, and continuous personal and career development.	Tourism Training Coordinator; Quality Assurance Associate; Tourism Industry Specialist; Professional Development Coordinator	Tourism and hospitality corporations; Industry associations; Training institutions; Tourism professional organizations


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