



# MABALACAT CITY COLLEGE

INSTITUTE OF HOSPITALITY AND TOURISM MANAGEMENT

First Semester A.Y. 2023-2024

**Outcome-Based Teaching and Learning Plan and Module Guide for THC – MACROTOUR**



**VISION:** Mabalacat City College envisions itself to be the top choice in the community it serves for quality education and training by 2025.

**MISSION:** The Mission of Mabalacat City College is to meet the needs of its community as a center for learning aiming for open admission policy.

## **COURSE DESCRIPTION:**

This course is designed to give a clear and whole overview of Tourism and Hospitality as an ecosystem and goes beyond the usual closed-concept of tourism. It introduces the concepts and terms that are common throughout the different sectors. It also intends to develop, update and maintain local knowledge as well as tourism industry knowledge. It shows the structure and scope of tourism as well as the impact of Tourism as an industry in relation to the world economy and society. It also illustrates the effects of the convergence of tourism with the other local industries and let the students appreciate its multiplier effect in various fronts. It discusses the major factors that influence the history and the future of tourism in the world and in the Philippines. It also introduces the sustainable goals of tourism and discusses, among others, how to develop protective environments for children in tourism destinations; to observe and perform risk mitigation activities; etc. The students will also learn to appreciate the key global organizations and the roles they play in influencing and monitoring tourism trends.

## **PROGRAM INTENDED LEARNING OUTCOMES (PILO) (BASED ON CMO):**

1. Demonstrate knowledge of tourism industry, local tourism products and services
2. Interpret and apply relevant laws related to tourism industry
3. Observe and perform risk mitigation activities
4. Manage and market a service-oriented business organization
5. Prepare and monitor industry specific financial transactions and reports
6. Perform human capital development functions of a tourism oriented organization
7. Utilize various communication channels proficiently in dealing with guests and colleagues
8. Plan, implement and monitor tours sales and activities





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9. Research, plan and conduct various tour guiding activities

**PRE-REQUISITE:** None

**NUMBER OF UNITS:** 3 Units Lecture

**LEARNING OUTCOMES:**

1. Understand tourism and related terms.
2. Evaluate fundamental concepts relating to the determinants of Tourism Development.
3. Explain people's motivations for travelling.
4. Identify the components of Tourism system.
5. Determine how tourism may affect destinations.
6. Evaluate multiplier effects of tourism Industry.
7. Understand tourism impacts and sustainability.
8. Evaluate future prospects of tourism and hospitality

## COURSE OUTLINE

Week	Topic	Learning Materials (with references following OER plagiarism and IPR policies)	Intended Learning Outcomes (ILO)	Assessment Tasks	Sustainable Development Goals (SDG) Coherence
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				(Requirements with schedule or time allotment)	
<b>GLOBAL KNOWLEDGE</b>					
1-2	<b>i. The Meaning and Importance of Tourism and Hospitality</b> <ol style="list-style-type: none"> <li>a. The Relationship of Tourism and Hospitality</li> <li>b. Food and Beverage Component</li> <li>c. The Lodging Component</li> <li>d. Recreation and Entertainment Component</li> <li>e. Travel and Tourism Component</li> <li>f. Elements of Travel</li> <li>g. Characteristics of Tourism and Hospitality</li> </ol>	<b>Face to Face Discussion: 1 Hour (With Power Point Presentation)</b> Chapter 1: Macro Perspective of Tourism and Hospitality – First Edition by Zenaida Lansangan-Cruz, PhD	Plan domestic and international travel itineraries based on the principle learned.	<b>Work output 1:</b> Written Quiz 30/30  <b>Work Output 2:</b> Oral Quiz 20/20  Date: Sept. 4-8, 2023, Sept. 11-15, 2023	<b>4 – Quality Education</b> <b>5 – Gender Equality</b> <b>9 – Industry, Innovation and Infrastructure</b>





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	h. Importance of Tourism and Hospitality				
3-4	<b>II. Tourism and Hospitality Term Glossary</b>	<p><b>Face to Face Discussion: 2 Hour (With Power Point Presentation)</b> UNWTO website <a href="https://www.unwto.org/glossary-tourism-terms">https://www.unwto.org/glossary-tourism-terms</a> <a href="https://www.travelwta.com/travel-terms-glossary/">https://www.travelwta.com/travel-terms-glossary/</a></p>	Plan domestic and international travel itineraries based on the principle learned.	<p><b>Work Output 3:</b> Written Quiz 30/30</p> <p><b>Work Output 4:</b> (Situational Analysis) 20/20</p> <p>Date: Sept. 18-23, Sept. 25-30, 2023</p>	<p><b>4 – Quality Education</b> <b>5 – Gender Equality</b> <b>9 – Industry, Innovation and Infrastructure</b></p>
5-6	<b>III. The Economics of Tourism and Hospitality</b>	<p><b>Face to Face Discussion: 1 Hour (With Power Point Presentation)</b> Chapter 3: Macro Perspective of Tourism and Hospitality – First Edition by Zenaida Lansangan-Cruz, PhD</p>	<p>Plan domestic and international travel itineraries based on the principle learned.</p> <p>Package domestic and international travel itinerary by including accommodations, transportation, meals, guide services,</p>	<p><b>Work output 5:</b> Situational Analysis <b>30/30</b></p> <p><b>Work Output 6:</b> Written Quiz <b>20/20</b> Date: Oct. 2-7, Oct. 9-14, 2023</p>	<p><b>SDG</b></p> <p><b>4 – Quality Education</b> <b>5 – Gender Equality</b> <b>9 – Industry, Innovation and Infrastructure</b></p>





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			attractions and other tour highlights of a certain area included in a tour.		
7-8	<p><b>IV. The Tourism and Hospitality Network and Supply Components</b></p> <p>a. Tourism and Hospitality Supply Components</p>	<p><b>Face to Face Discussion: 1 Hour (With Power Point Presentation)</b> Chapter 4: Understanding Travel &amp; Tours Essentials Revised Edition by Romeo D. Lim, DBA</p>	Package domestic and international travel itinerary by including accommodations, transportation, meals, guide services, attractions and other tour highlights of a certain area included in a tour.	<p><b>Work output 7:</b> Situational Analysis <b>30/30</b></p> <p><b>Work Output 8:</b> Written Quiz <b>20/20</b> Date: Oct. 16-21, Oct. 23-38, 2023</p>	<p><b>SDG</b></p> <p><b>4</b> – Quality Education <b>5</b> – Gender Equality <b>9</b> – Industry, Innovation and Infrastructure</p>
<b>9</b>	<b>MIDTERM EXAM/Mental Health Break</b>			<b>Nov. 6-11, 2023</b>	
10-11	<p><b>V. Tourism and Hospitality Organization</b></p> <p>a. International Tourism Organization b. Regional Tourism Organization</p>	<p><b>Face to Face Discussion: 1 Hour (With Power Point Presentation)</b> Chapter 5: Understanding Travel &amp; Tours Essentials Revised Edition by Romeo D. Lim, DBA</p>	Package domestic and international travel itinerary by including accommodations, transportation, meals, guide services, attractions and other tour highlights of a	<p><b>Work output 9:</b> Situational Analysis <b>30/30</b></p> <p><b>Work Output 10:</b> Written Quiz <b>20/20</b></p>	<p><b>SDG</b></p> <p><b>4</b> – Quality Education <b>5</b> – Gender Equality <b>9</b> – Industry, Innovation and Infrastructure</p>





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	c. National Tourism Organization		<p>certain area included in a tour.</p> <p>Price domestic and international travel itineraries based on the number of passengers, inclusions and highlights offered in a particular tour package taking into consideration the affordability of the tourists.</p>	Date: Nov. 13-18, 20-25, 2023	
12-13	<p><b>VI. The Impacts of Tourism and Hospitality</b></p> <p>a. Positive and Negative Impact</p> <p>b. Social Impact</p> <p>c. Cultural Impact</p>	<p><b>Face to Face Discussion: 1 Hour (With Power Point Presentation)</b></p> <p>Chapter 6: Understanding Travel &amp; Tours Essentials Revised Edition by Romeo D. Lim, DBA</p> <p><b>Local Discussion: The Impacts of Tourism and Hospitality in Pampanga and Mabalacat City</b></p>	<p>Package domestic and international travel itinerary by including accommodations, transportation, meals, guide services, attractions and other tour highlights of a</p>	<p><b>Work output 11:</b></p> <p>Situational Analysis <b>30/30</b></p> <p><b>Work Output 12:</b></p> <p>Written Quiz <b>20/20</b></p>	<p><b>SDG</b></p> <p><b>4 – Quality Education</b></p> <p><b>5 – Gender Equality</b></p> <p><b>9 – Industry, Innovation and Infrastructure</b></p>





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	d. Environmental Impact		<p>certain area included in a tour.</p> <p>Price domestic and international travel itineraries based on the number of passengers, inclusions and highlights offered in a particular tour package taking into consideration the affordability of the tourists.</p>	Date: Nov. 27- Dec.2	
14-15	<b>VII. Current Trends and Issues in the Tourism and Hospitality Industry</b>	<b>Face to Face Discussion: 1 Hour (With Power Point Presentation)</b> Chapter 7: Understanding Travel & Tours Essentials Revised Edition by Romeo D. Lim, DBA	<p>Package domestic and international travel itinerary by including accommodations, transportation, meals, guide services, attractions and other tour highlights of a certain area included in a tour.</p> <p>Price domestic and international travel</p>	<p><b>Work output 13:</b> Situational Analysis <b>30/30</b></p> <p><b>Work Output 14:</b> Written Quiz <b>20/20</b> Date: Dec. 11-16, Dec. 18-19, 2023</p>	<p><b>SDG</b></p> <p><b>4</b> – Quality Education <b>5</b> – Gender Equality <b>9</b> – Industry, Innovation and Infrastructure</p>





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			itineraries based on the number of passengers, inclusions and highlights offered in a particular tour package taking into consideration the affordability of the tourists.		
16-17	<p><b>VIII. Future World of Tourism and Hospitality Issues</b></p> <p><b>IX. Sustainable Management of Tourism and Hospitality</b></p>	<p><b>Face to Face Discussion: 1 Hour (With Power Point Presentation)</b>            Chapters 8-9: Understanding Travel &amp; Tours Essentials Revised Edition by Romeo D. Lim, DBA</p> <p><b>Local Discussion of Sustainable Tourism within Pampanga and Mabalacat City</b></p>	<p>Package domestic and international travel itinerary by including accommodations, transportation, meals, guide services, attractions and other tour highlights of a certain area included in a tour.</p> <p>Price domestic and international travel itineraries based on the number of passengers, inclusions and highlights offered in a</p>	<p><b>Work output 15:</b>            Situational Analysis  <b>30/30</b></p> <p><b>Work Output 16:</b>            Written Quiz  <b>20/20</b>            Date: Dec. 11-16, 2023</p>	<p><b>SDG</b></p> <p><b>4 – Quality Education</b></p> <p><b>5 – Gender Equality</b></p> <p><b>9 – Industry, Innovation and Infrastructure</b></p>







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			particular tour package taking into consideration the affordability of the tourists.		
18	FINAL EXAM/ OUTPUT		January 15-20		

### SUMMARY OF REVISIONS:

Revision	Date	Updated by	Short Description of Changes
1.0	August 16, 2023	Giezel S. Aquino	Changing of topics to an Outcomes based lessons with updated details

### GENERAL GUIDELINES AND POLICIES:

As the College currently follows Hybrid Delivery of Learning on its instruction, the following general guidelines and policies are set by the School to be followed by the faculty-in-charge and the students of the course.

#### Attendance

Checking of attendance during face-to-face classes is a requirement and will be strictly observed.





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## **Academic Integrity**

Observance of the outmost academic integrity shall be observed by the students of the course. Plagiarism, cheating, and other forms of academic dishonesty shall not be tolerated by the faculty-in-charge nor the Institute.

## **Accomplishment of Requirements**

All requirements given by the instructor/faculty-in-charge of the course to the students shall be called/referred to/addressed as “**work output**”. Each work output must be accomplished by the students until the schedule set by the instructor/faculty-in-charge. Final student’s output must also be accomplished by the schedule set by the instructor of the course.

## **Line of Communication**

The course’s official line of communication shall be through the following:

1. Class Group Chat via Messenger
2. MS Team – Official Class Group
3. Instructor’s MCC Number – 0928-503-9474

The outmost respect and courtesy must be observed by students in communicating to their instructor/faculty-in-charge of the course and to their classmates and vice versa. Any form of disrespectful and discourteous way of communication shall not be tolerated by the School.

## **Instructional Materials (IMs)**

Working students may avail of the modular type of teaching. MS Teams on-line platform may be utilized by the instructor/faculty-in-charge of the course to the students – adapting the flexible learning scheme.

## **Grading System:**

**Work Output**

**Major Exam (Midterm and Finals)**

## **Course Requirement:**





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## Domestic Tour

### References:

Macro Perspective of Tourism and Hospitality (First Edition) – by Zenaida Lansangan-Cruz, PhD

<https://www.travelwta.com/travel-terms-glossary/>

<https://www.unwto.org/glossary-tourism-terms>

Prepared by:

**Giezel S. Aquino**

*BSTM Program Head/Instructor*

Reviewed by:

**Harold Van Aquino, MSHRM**

*BSHM Program Head*

Approved by:

**Jennyfer Merza, MBA**

*IHTM Dean*

cc: **OVPAA**

