



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 THC9

(Multicultural Diversity in the Workplace for the Tourism Professional)



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:

The course will provide learners with a conceptual framework from which to analyze historical and current legal approaches to cultural diversity, with an emphasis on gaining an understanding of how and why affirmative action programs are implemented. It covers the basic concepts in culture and multicultural diversity as applied to tourism, the person, and the workplace. A case-studies approach will enable students to strengthen linkages between thought and practice.

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

Common to Tourism and Hospitality Program:

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. Utilize information technology applications for tourism and hospitality
5. Manage and market a service-oriented business organization
6. Demonstrate administrative and managerial skills in a service-oriented business organization
7. Prepare and monitor industry specific financial transactions and reports
8. Perform human capital development functions of a tourism oriented organization
9. Utilize various communication channels proficiently in dealing





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BS in Tourism Management:

1. Plan, implement and monitor tours and sales activities
2. Research, plan and conduct various tour guiding activities
3. Develop appropriate marketing programs and arrange the required travel services
4. Plan / Organize, implement and evaluate MICE activities
5. Plan, develop and evaluate tourism sites and attractions

BS in Hospitality Management:

1. Produce food products and services complying with enterprise standards
2. Apply management skills in F & B service and operations.
3. Perform and provide full guest cycle services for front office
4. Perform and maintain various housekeeping services for guest and facility operations
5. Plan and implement a risk management program to provide a safe and secure workplace
6. Provide food & beverage service and manage the operation seamlessly based on industry standards

PRE-REQUISITE: NONE

NUMBER OF UNITS: THREE (3)

LEARNING OUTCOMES:

1. Demonstrates an understanding of issues in human relations as these relate to cultural diversity.
2. Identify, compare, and contrast cultural diversity issues in a wide range of organizations especially with the Tourism/Hospitality Professionals.





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3. Familiar with the different elements of culture that creates opportunities for commonalities and diversities in other areas, such as language and dialects, religions, sex, customs and traditions.
4. Evaluate ethical and philosophical concerns surrounding cultural diversity in the workplace and the community.
5. Propose strategies for achieving true cultural diversity in the workplace for the Tourism Professionals
6. Understand and adapts these diversities in becoming successful and to contribute

COURSE OUTLINE

Week	Topic	Learning Materials (with references following OER plagiarism and IPR policies)	Intended Learning Outcomes (ILO)	Assessment Tasks (Requirements with schedule or time allotment)	Sustainable Development Goals (SDG) Coherence





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1	<p>Course Orientation</p> <p>MCC Vision MCC Mission MCC Core Values Class Policies Course Overview Grading System</p>	<p>MCC handbook: MCC Vision, Mission, and core values</p> <p>Course Outline</p>	<p>To familiarize the Mabalacat City College’s Vision, Mission, and Core Values</p> <p>Discuss and Understand the Course outline including the topics, policies, and grading system</p>	Individual recitation	<p>4- Quality Education 5- Gender Equality 8-Decent Work and Economic Growth 9-Industry, Innovation and Infrastructure 10-Reduced Inequalities 16-Peace, Justice, and Strong Institutions 17- Partnerships for Goals</p>
GLOBAL KNOWLEDGE					
2-3	Understanding Culture	PowerPoint Presentation (Video Recording): 60 minutes approximately	<input type="checkbox"/> Identify and understand the meaning of		10- Reduced inequality





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	<p>Culture</p> <ul style="list-style-type: none"> -Elements of Culture -Beliefs and Values -Geography -Language -Law and Politics -Religion -Social Organization and Technology <p>Key Features of Culture</p> <p>Culture is...</p> <ul style="list-style-type: none"> -Learned -Social -Shared -Transmitted -Continuous -Accumulative -Integrate <p>Changing</p>	<p>Abridged Lecture Notes (PDF): 45 minutes approximately</p> <p>Chapter 2: Key Features of Culture Page 23-28 An Overview: Multicultural Diversity in the Workplace for the Tourism Professional <i>First Edition, by Vic Alcuaz and Ma. Cristina G. Aquino</i></p> <p>Chapter 1: Culture Page 1-5 Multicultural Diversity in Workplace for the Tourism Professional <i>by Rene D. Osorno and Grayfield T. Bajao</i></p> <p>Reading Material: (30 minutes) Understanding Cultural Diversity and Learning by John U. Ogbu https://eres.csusm.edu/eres/docs/13699/understanding_cultural_diversity.pdf</p> <p>Cultural Diversity.pdf https://www.academia.edu/7527669/CULTURAL_DIVERSITY</p> <p>Video: (18 minutes) Why cultural diversity matters https://www.youtube.com/watch?v=48RoRi0ddRU</p>	<p>culture and its elements.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Familiarize the beliefs, values and language of each culture. <input type="checkbox"/> Explain the key features of culture and understand that culture can be learned, shares, transmitted and etc. 	<p>Worksheet 1: MS TEAMS: 30 Minutes (Short Essay/Objective Type)</p>	<p>11- Sustainable cities and communities</p> <p>16 - Peace, justice and strong institutions</p> <p>17- Partnership for the goals</p>
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<p>4-5</p>	<p>Tourism and the Tourism Professionals</p> <p>Multicultural Diversity in Tourism</p> <ul style="list-style-type: none"> <input type="checkbox"/> Multiculturalism <input type="checkbox"/> LEARN To Be Multicultural 	<p>PowerPoint Presentation (Video Recording): 60 minutes approximately</p> <p>Abridged Lecture Notes (PDF): 30 minutes approximately</p> <p>Chapter 3: Tourism and the Tourism Professionals Pages: 31-36 An Overview: Multicultural Diversity in the Workplace for the Tourism Professional <i>First Edition, by Vic Alcuaz and Ma. Cristina G. Aquino</i></p> <p>Chapter 4 : Multicultural Diversity in Tourism Pages: 37-45 An Overview: Multicultural Diversity in the Workplace for the Tourism Professional <i>First Edition, by Vic Alcuaz and Ma. Cristina G. Aquino</i></p> <p>Reading Material: (30 minutes) "Cultural Tourism: The Partnership Between Tourism and Cultural Heritage Management" by Bob McKercher and Hilary du Cros</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Evaluate the role of multicultural diversity in shaping the tourism landscape. <input type="checkbox"/> Employ strategies to enhance cross-cultural interactions and communication within the tourism context. <input type="checkbox"/> Analyze the impact of cultural awareness on tourist experiences and satisfaction. <input type="checkbox"/> Develop inclusive practices that 	<p>Worksheet 2: MS TEAMS: 30 Minutes (Short Essay/ Objective Type)</p>	<p>10- Reduced inequality</p> <p>11- Sustainable cities and communities</p> <p>16 - Peace, justice and strong institutions</p> <p>17- Partnership for the goals</p>
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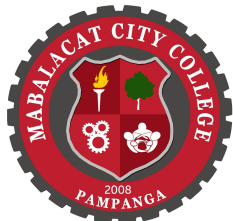
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			<p>contribute to sustainable and culturally respectful tourism.</p> <ul style="list-style-type: none"> □ Demonstrate a comprehensive understanding of the interplay between culture, diversity, and successful tourism management. 		
NATIONAL KNOWLEDGE					
6	<p>Multicultural Diversity Among Tourism-Related Professions</p> <ul style="list-style-type: none"> □ Case 1: The Tourism 	<p>PowerPoint Presentation (Video Recording): 60 minutes approximately Abridged Lecture Notes (PDF): 30 minutes approximately</p> <p>Chapter 5: Multicultural Diversity Among Tourism-Related Professions Pages: 47-73 An Overview: Multicultural Diversity in the Workplace for the Tourism Professional <i>First Edition, by Vic Alcuaz and Ma. Cristina G. Aquino</i></p>	<ul style="list-style-type: none"> □ Recognize the importance of multicultural diversity in tourism-related professions. □ Demonstrate an understanding of cultural nuances and their impact on 	<p>Worksheet 3: MS TEAMS: 30 Minutes (Short Essay/Objective Type)</p>	<p>10- Reduced inequality 11- Sustainable cities and communities 16 - Peace, justice and</p>





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	<p>Professional and Balikbayans</p> <ul style="list-style-type: none"> <input type="checkbox"/> Case 2: Crossing Industries for Tourism Professionals <input type="checkbox"/> Case 3: Tourism professionals in the Hotels 	<p>Reading Material: (30 minutes) "Cultural Tourism: The Partnership Between Tourism and Cultural Heritage Management" by Bob McKercher and Hilary du Cros</p>	<p>tourist interactions.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Apply inclusive approaches to provide culturally sensitive and respectful services. <input type="checkbox"/> Effectively communicate and collaborate with diverse colleagues and tourists. <input type="checkbox"/> - Analyze ethical and social considerations associated with multicultural interactions in the industry. 		<p>strong institutions</p> <p>17- Partnership for the goals</p>
7-8	<p>Diversities: Simple and Complex</p>	<p>PowerPoint Presentation (Video Recording): 60 minutes approximately Abridged Lecture Notes (PDF): 30 minutes approximately</p> <p>Chapter 6: Diversities: Simple and Complex</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Analyze the dynamics of simple and complex diversities in 	<p>Worksheet 4: MS TEAMS: 30 Minutes</p>	<p>10- Reduced inequality</p> <p>11- Sustainable</p>





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	<ul style="list-style-type: none"> <input type="checkbox"/> Case 1: Nationalities and First Impressions <input type="checkbox"/> Case 2: Is Personal Hygiene Important? <input type="checkbox"/> Case 3: It's More Fun in the Philippines 	<p>Pages: 75-122 An Overview: Multicultural Diversity in the Workplace for the Tourism Professional <i>First Edition, by Vic Alcuaz and Ma. Cristina G. Aquino</i></p> <p>Reading Material: (30 minutes) Understanding Cultural Diversity in Today's Complex World" by Leo Parvis and Gigi Santow</p>	<p>various contexts.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Apply critical thinking skills to Case 1: Nationalities and First Impressions. <input type="checkbox"/> Evaluate cultural perspectives in Case 2: Importance of Personal Hygiene. <input type="checkbox"/> Demonstrate cultural sensitivity through Case 3: Cultural Tourism in the Philippines. <input type="checkbox"/> Understand the multifaceted nature of diversities and their implications in 	<p>(Short Essay/ Objective Type)</p>	<p>cities and communities</p> <p>16 - Peace, justice and strong institutions</p> <p>17- Partnership for the goals</p>
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			real-world scenarios.		
MIDTERM EXAM					
10-11	<p>Handling Guest or Customer Diversities</p> <ul style="list-style-type: none"> □ Ten Ways Tourism Professionals Should Handle Customer or Guest Diversities <p>Handling Multicultural Peer Diversities</p> <ul style="list-style-type: none"> □ Ten Ways Tourism Professionals Should Handle Peer 	<p>PowerPoint Presentation (Video Recording): 60 minutes approximately</p> <p>Abridged Lecture Notes (PDF): 30 minutes approximately</p> <p>Chapter 7: Handling Guest or Customer Diversities Pages: 123-134 An Overview: Multicultural Diversity in the Workplace for the Tourism Professional <i>First Edition, by Vic Alcuaz and Ma. Cristina G. Aquino</i></p> <p>Chapter 8: Handling Multicultural Peer Diversities Pages:135-146 An Overview: Multicultural Diversity in the Workplace for the Tourism Professional <i>First Edition, by Vic Alcuaz and Ma. Cristina G. Aquino</i></p> <p>Reading Material: (30 minutes) Managing diversity in organizations https://www.researchgate.net/publication/271632992_Managing_diversity_in_organizations</p> <p>Video: (3 minutes) Diversity and Inclusion in the Workplace</p>	<ul style="list-style-type: none"> □ Understand the significance of customer diversities in the tourism industry. □ Implement effective strategies to handle diverse guest interactions professionally. □ Apply cultural sensitivity and communication skills to enhance customer satisfaction. □ Analyze real-world scenarios and apply appropriate 	<p>Worksheet 5: MS TEAMS: 30 Minutes (Short Essay/ Objective Type)</p>	<p>10- Reduced inequality</p> <p>11- Sustainable cities and communities</p> <p>16 - Peace, justice and strong institutions</p> <p>17- Partnership for the goals</p>





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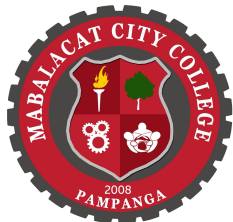
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	Diversities	https://www.youtube.com/watch?v=uHYuDDHvU64	approaches to address guest diversities.		
12	<p>When Your Superior is Diverse</p> <ul style="list-style-type: none"> <input type="checkbox"/> The Boss is always right. <input type="checkbox"/> Be very Observant <input type="checkbox"/> Be Inquisitive <input type="checkbox"/> Respect their Diversity 	<p>Chapter 9: When Your Superior is Diverse Page 146-164 An Overview: Multicultural Diversity in the Workplace for the Tourism Professional <i>First Edition, by Vic Alcuaz and Ma. Cristina G. Aquino</i></p> <p>Reading Material: (30 minutes) Managing diversity in organizations https://www.researchgate.net/publication/271632992_Managing_diversity_in_organizations</p> <p>Video: (3 minutes) Diversity and Inclusion in the Workplace https://www.youtube.com/watch?v=uHYuDDHvU64</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Understand the dynamics of diverse relationships in a professional hierarchy. <input type="checkbox"/> Analyze the "Boss is always right" principle within the context of diversity. <input type="checkbox"/> Demonstrate heightened observation skills for effective cross-cultural understanding. <input type="checkbox"/> Apply effective communication strategies, including 	Worksheet 6: MS TEAMS: 30 Minutes (Short Essay/Objective Type)	10- Reduced inequality 11- Sustainable cities and communities 16 - Peace, justice and strong institutions 17- Partnership for the goals





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			<ul style="list-style-type: none"> inquisitiveness, when interacting with diverse superiors. □ Cultivate respect for diverse leadership styles and perspectives while maintaining professionalism 		
LOCAL KNOWLEDGE					
13-14	<p>Diversities in Diverse Locations (Clark Freeport Zone)</p> <p>Benefits of Diversity in the Hospitality and Tourism Industry (Philippines and Central Luzon)</p>	<p>PowerPoint Presentation (Video Recording): 60 minutes approximately</p> <p>Abridged Lecture Notes (PDF): 45 minutes approximately</p> <p>An Overview: Multicultural Diversity in the Workplace for the Tourism Professional <i>First Edition, by Vic Alcuaz and Ma. Cristina G. Aquino</i></p> <p>Chapter 8: Benefits of Diversity in the Hospitality and Tourism Industry Page 49-54 Multicultural Diversity in Workplace for the Tourism Professional <i>by Rene D. Osorno and Grayfield T. Bajao</i></p>	<ul style="list-style-type: none"> □ Recognize the impact of cultural, geographical, and contextual diversities on tourism experiences. □ Analyze the role of cultural sensitivity in adapting to 	Worksheet 7: MS TEAMS: 30 Minutes (Short Essay/ Objective Type)	<p>10- Reduced inequality</p> <p>11- Sustainable cities and communities</p> <p>16 - Peace, justice and strong institutions</p>





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		<p>Reading Material: (30 minutes) The Importance of Diversity in Hospitality https://overproof.com/2020/06/15/the-importance-of-diversity-in-the-hospitality-industry/</p> <p>Video: (3 minutes) Diversity: 5 Reasons Why Workforce Diversity is Good for your Workplace https://www.youtube.com/watch?v=8aLQytUM5dU&t=22s</p>	<p>diverse locations and interacting with local communities.</p> <ul style="list-style-type: none"> □ Apply strategies to navigate challenges and capitalize on opportunities presented by diverse environments. 		<p>17- Partners hip for the goals</p>
15-16	<p>Barriers to Cultural Diversity in the Hospitality and Tourism Organization (Philippines and Central Luzon)</p> <p>Chapter 11: Five Ways to Become Diversity Champion</p>	<p>PowerPoint Presentation (Video Recording): 45 minutes approximately Abridged Lecture Notes (PDF): 45 minutes approximately</p> <p>Chapter 9: Barriers to Cultural Diversity in the Hospitality and Tourism Organization Page 55-60 Multicultural Diversity in Workplace for the Tourism Professional <i>by Rene D. Osorno and Grayfield T. Bajao</i></p> <p>Chapter 11: Five Ways to Become Diversity Champion Page 165 An Overview: Multicultural Diversity in the Workplace for the Tourism Professional</p>	<ul style="list-style-type: none"> □ Identify and analyze specific cultural diversity barriers within hospitality and tourism contexts, with a focus on the Philippines and Central Luzon region. □ Develop strategies to 	<p>Worksheet 8: MS TEAMS: 30 Minutes (Short Essay/ Objective Type)</p>	<p>10- Reduced inequality 11- Sustainable cities and communities 16 - Peace, justice and strong institutions</p>





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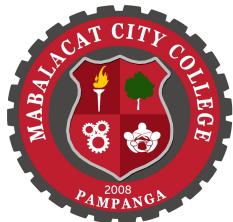
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	<ul style="list-style-type: none">□ Five Ways to Become Diversity Champion	<p><i>First Edition, by Vic Alcuaz and Ma. Cristina G. Aquino</i></p> <p>Reading Material: (30 minutes) Intercultural Challenges Facing the Hospitality Industry. Implications for Education and Hospitality Management https://www.researchgate.net/publication/292678136_Intercultural_Challenges_Facing_the_Hospitality_Industry_Implications_for_Education_and_Hospitality_Management</p> <p>Video: (6 minutes) The Challenges of Cultural Diversity https://www.youtube.com/watch?v=7u_wjH3-Ge8&t=3s</p>	<p>address and overcome these barriers, fostering a more inclusive organizational culture.</p> <ul style="list-style-type: none">□ Understand the role and importance of diversity champions in promoting inclusivity.□ Apply the "Five Ways to Become a Diversity Champion" framework to advocate for diversity and inclusion within hospitality and tourism organizations.□ Demonstrate leadership skills		<p>17- Partners hip for the goals</p>
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			that contribute to creating an environment where diverse perspectives are valued and embraced.		
17	<p>Universal Declaration on Cultural Diversity</p> <ul style="list-style-type: none"> □ Article 1-12 	<p>PowerPoint Presentation (Video Recording): 45 minutes approximately</p> <p>Abridged Lecture Notes (PDF): 45 minutes approximately</p> <p>Chapter 11: Universal Declaration on Cultural Diversity Page 69-74 Multicultural Diversity in Workplace for the Tourism Professional <i>by Rene D. Osorno and Grayfield T. Bajao</i></p> <p>Reading Material: (20 minutes) Universal Declaration on Cultural Diversity https://adsdatabase.ohchr.org/IssueLibrary/UNESCO%20Universal%20Declaration%20on%20Cultural%20Diversity.pdf</p> <p>Video: (2 minutes) Culture, diversity and universality of human rights https://www.youtube.com/watch?v=p5tDo2tD27I</p>	<ul style="list-style-type: none"> □ Gain in-depth knowledge and critical insights into a specific article of the Universal Declaration on Cultural Diversity. □ Interpret the article's implications for cultural interactions, heritage preservation, and sustainable development. □ Apply the article's 	Worksheet 9: MS TEAMS: 30 Minutes (Short Essay/Objective Type)	<p>10- Reduced inequality</p> <p>11- Sustainable cities and communities</p> <p>16 - Peace, justice and strong institutions</p> <p>17- Partnership for the goals</p>





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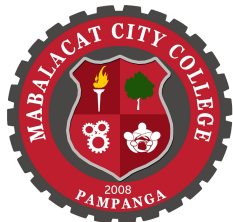
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			<p>principles to real-world scenarios, demonstrating understanding and contextual relevance.</p> <ul style="list-style-type: none"><input type="checkbox"/> Engage in thoughtful discussions about the article's significance in today's interconnected world.		
FINAL EXAMINATION					





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SUMMARY OF REVISIONS:

Revision	Date	Updated by	Short Description of Changes
1.0	August 22, 2022	Jae Ann M. Dela Cruz	Inclusion of Multicultural Diversity in Workplace for the Tourism Professional by Osorno and Bajao (2022)
2.0	August 25, 2023	Jennyfer N. Merza	Revising topics and the Intended Learning Outcomes of each topics

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.

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.





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Line of Communication

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

- MS Teams and Outlook
(official MS Teams account: jennyfer.merza_faculty@mcc.edu.ph)

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:

Formative & Summative Assessments	60%
Major Examination (Midterm and Finals)	<u>40%</u>
	100 %

References:

MCC Library Book:

Alcuaz, V., & Aquino, M. C. G. (2020). *Multicultural Diversity in the Workplace for the Tourism Professional*/Rex Book Store, Inc.,
Osorno, Rene D. (2022). *Multicultural diversity in workplace for the tourism professional*. Quezon City: Wiseman's Books Trading, Inc.





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Prepared by:


Jennyfer N. Merza, MBA
Dean, IHTM

Reviewed and Approved by:


Giezel S. Aquino, MBA (AC)
Program Head

cc: **OVPAA**

