Republic of the Philippines
OFFICE OF THE PRESIDENT
COMMISSION ON HIGHER EDUCATION
Region 02

CHEDRO 2
RELEASED
Date: 09/16/21
Signature:

REGIONAL MEMORANDUM ORDER
No. 271, series of 2021

FOR : ALL PRESIDENTS/OFFICERS-IN-CHARGE/HEADS OF PUBLIC AND PRIVATE HIGHER EDUCATION INSTITUTIONS (HEIs) IN REGION 02 OFFERING BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT AND BACHELOR OF SCIENCE IN TOURISM MANAGEMENT ROGRAMS

SUBJECT : INVITATION TO THE YOUTH FOR TOURISM AND HOSPITALITY (Y4TH) INTERNATIONAL CONFERENCE 2021 FROM THE DEPARTMENT OF TOURISM REGION 02

DATE : SEPTEMBER 16, 2021

Attached is a communication from **Regional Director Fanibeth T. Domingo** of the **Department of Tourism Region 02**, inviting interested Higher Education Institutions (HEIs) on the **Youth for Tourism and Hospitality (Y4TH) International Conference 2021** of the University of the Philippines-Asian Institute of Tourism Association of Alumni (UPAAA) which will be held on **October 16 and 23, 2021 (Saturdays) via Zoom Webinar.**

The participants for the said international conference are Deans, Program Chairs/Coordinators, Faculty members and students under the College/Department of Hospitality and Tourism of HEIs in Region 2.

Interested participants for the said activity need to register through the link bit.ly/Y4TH2021ConferenceRegistration to receive the Zoom log in credentials.

Enclosed are conference details and program for reference and dissemination to the interested participants.

For more information, you may visit their Facebook, Youth for Tourism and Hospitality International Conference or email uptourcon@gmail.com.

For your voluntary support and participation.

JULIETA M. PARAS, Ed.D., CESE
Director IV

Kindly rate the delivery of our services through the link below:
Link: http://bit.ly/CHEDRO2CSS
Your response shall help us improve our systems
and procedures so we can better serve you.
Thank you.

Encl.: as stated

:jbj09162021_tracking#11916

14 September 2021

RECEIVED
11914
9-14-21

DIR. JULIETA M. PARAS, ED.D., CESE
Regional Director
Commission on Higher Education-Regional Office II
RGC, Carig Sur, Tuguegarao City

Dear Director Paras,

Mabuhay!

This refers to your request for the official Facebook link and details on the registration for the Youth for Tourism and Hospitality International Conference 2021 on October 16 and 23, 2021 via ZOOM Video Conferencing.

We are pleased to inform you that interested participants may register thru this link: bit.ly/Y4TH2021ConferenceRegistration

For more information, you may visit their Facebook, Youth for Tourism and Hospitality International Conference or email uptourcon@gmail.com.

Thank you.

Very truly yours,

FANIBETH T. DOMINGO, EnP
Regional Director

IT'S MORE FUN IN THE PHILIPPINES

DEPARTMENT OF TOURISM PHILIPPINES

AMBISYON NATIN 2040
Matatag, Maginhawa at Panatag na Buhay

YOUR ISLANDS AND VALLEY OF FUN

11847

RECEIVED
9-7-21

September 7, 2021

JULIETA M. PARAS, ED.D., CESE
Director IV
Commission on Higher Education
Regional Government Center, Carig Sur,
Tuguegarao City, Cagayan

Dear Director Paras,

Mabuhay!

We are pleased to endorse to your office the Youth for Tourism and Hospitality International Conference (Y4TH) of the University of the Philippines- Asian Institute of Tourism Association of Alumni (UPAAA). The Youth for Tourism and Hospitality International Conference 2021 will be held on October 16 and 23, 2021 (Saturdays) via Zoom Webinar.

Now on its 6th year, the Conference will banner the theme: "#TourismRestart: Inclusive, Sustainable and Responsible." It is expected to be attended by more than 500 tourism and hospitality students and faculty members from various schools all over the country and abroad.

In connection to this, may we request for the endorsement of this conference to all the Colleges and Universities in the region offering tourism and hospitality management courses to be part of this endeavor.

Attached is the Organization's Background and their Terminal Report from last year's conference for your reference.

Thank you and looking forward to your positive response with regard this request.

Very truly yours,

FANIBETH T. DOMINGO, EnP
Regional Director

BOUNTIFUL CAGAYAN VALLEY REGION

#2 Dalan Na Pav-vurulun, Regional Government Center, Tuguegarao City, Cagayan 3500
Tel/Fax (078) 304-1503; 304-1499; Tel. No. (078)373-9563; 373-0785
Email Address: dot2@tourism.gov.ph; dotr2@yahoo.com; cvtourism2@gmail.com
Web Address: www.region2fun.ph; Facebook: Dot Cagayan Valley Region

YOUTH FOR TOURISM AND HOSPITALITY INTERNATIONAL CONFERENCE 2021

PROGRAM

Youth for Tourism and Hospitality International Conference
#TourismRestart: Inclusive, Sustainable and Responsible
October 16 and 23, 2021 (Saturdays)
Zoom Webinar

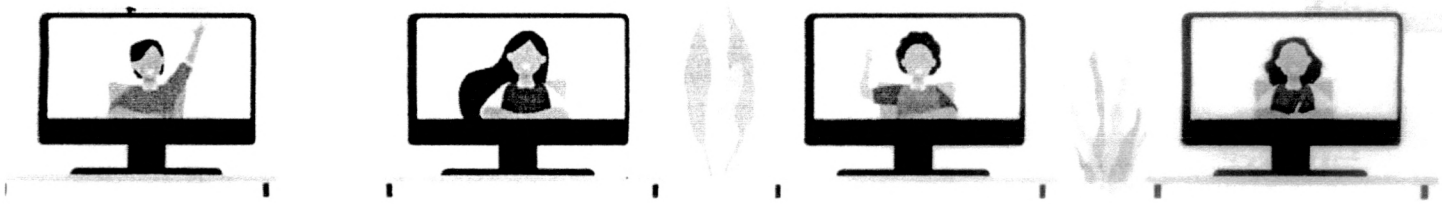
Rationale

The UP AIT Association of Alumni (UPAAA) is organizing the **2021 Youth for Tourism and Hospitality International Conference (Y4TH)** in our pursuit of contributing to the development of world-class practitioners in the tourism and hospitality industry. On its 6th year, the Conference will banner the theme: ***"#TourismRestart: Inclusive, Sustainable and Responsible."***

Objectives

This event shall once again serve as the Association's platform in sharing its members' and networks' wealth of resources to contribute to the development of world-class tourism and hospitality practitioners. It is our desire that your school will take part in this event as we work together in developing globally competitive tourism and hospitality professionals:

1. To equip students with knowledge and skills relevant to the industry today and in the future
2. To serve as a bridge between the academe and the tourism and hospitality industry
3. To inspire and empower the participants to be contributors to the sustainable tourism development agenda



Y4TH YOUTH FOR TOURISM AND HOSPITALITY INTERNATIONAL CONFERENCE 2021

16 October 2021

Time (GMT +8)	*Activity*
9:00 a.m. – 12:00 p.m.	**Cultural Exchange Workshops**
2:00 p.m. – 2:10 p.m.	**Preliminaries** Webinar Introduction and Guidelines
2:10 p.m. – 2:15 p.m.	**Opening Remarks** **Maria Criselda Gatchalian-Badilla, Ph.D.** President, UP AIT Alumni Association
2:15 p.m. – 2:30 p.m.	**Keynote Speech** Tourism Restart
2:30 p.m. – 3:00 p.m.	**Session 1:** Best Practices in Tourism Restart
3:00 p.m. – 3:30 p.m.	**Presentation of Competition Entries** Travel Brochure-Making Competition Travel Vlog Competition
3:30 p.m. – 4:00 p.m.	**Session 2:** Inclusive Tourism: Breaking Barriers in Tourism
4:00 p.m. - 6:00 p.m.	**Mx TURISMO** Preliminary Competition

23 October 2021

Time (GMT +8)	*Activity*
8:00 a.m. – 12:00 p.m.	**Competitions** Destination Marketing Plan Competition Research Infographic Poster Presentations
2:00 p.m. – 2:10 p.m.	**Preliminaries** Webinar Introduction and Guidelines
2:10 p.m. – 2:40 p.m.	**Session 3:** Sustainable Tourism: Tourism by the People and for the People
2:40 p.m. – 3:10 p.m.	**Session 4:** Responsible Tourism: The Tourist We 🖤
3:30 p.m. – 5:30 p.m.	**Mx TURISMO** Coronation
5:30 p.m. – 6:00 p.m.	**Closing Program**

**Schedule is still subject to change.*