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

RELEASED
Date: 10/15/21
Signature:

REGIONAL MEMORANDUM ORDER
No. 309, 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 : **CHED MEMORANDUM ORDER (CMO) NO. 18, SERIES OF 2021 "GUIDELINES ON THE CONDUCT OF PRACTICUM ACTIVITIES FOR BACHELOR OF SCIENCE IN TOURISM MANAGEMENT (BSTM) AND BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT (BSHM)**

DATE : **OCTOBER 14, 2021**

In accordance with relevant IATF Resolutions and pursuant to CHED-DOH Joint Memorandum Circular 2021-001" and CHED Memorandum Order No. 4, series of 2020, and by virtue of the Commission en Banc Resolution No. 132-2021, the Commission on Higher Education Regional Office 2 hereby disseminates a copy of the **CHED Memorandum Order No. 18, series of 2021, entitled "Guidelines on the Conduct of Practicum activities for students of the Bachelor of Science in Tourism Management, the Bachelor of Science in Hospitality Management and other Tourism Related programs during the COVID-19 Pandemic**".

For information and guidance.

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

Encl.: as stated

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

Commission on Higher Education
OFFICIAL RELEASE
CHED Central Office
RECORDS SECTION
C.P. Garcia Ave., U.P. Diliman, Q.C.

CHED MEMORANDUM ORDER
No. 18
series of 2021

SUBJECT : GUIDELINES ON THE CONDUCT OF PRACTICUM ACTIVITIES FOR BACHELOR OF SCIENCE IN TOURISM MANAGEMENT (BSTM) AND BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT (BSHM)

In accordance with the pertinent provisions of Republic Act (RA) No. 7722, otherwise known as the "*Higher Education Act of 1994*", and; Republic Act No. 11469, otherwise known as the *"Bayanihan to Heal as One Act"*, in accordance with relevant IATF Resolutions and pursuant to CHED-DOH Joint Memorandum Circular 2021-001" *and CHED Memorandum Order No. 4, series of 2020,* and by virtue of the Commission en banc Resolution No. 132-2021, the Commission on Higher Education (CHED) hereby adopts and promulgates the following Guidelines on the Conduct of Practicum activities for students of the Bachelor of Science in Tourism Management, the Bachelor of Science in Hospitality Management and other Tourism Related programs during the COVID-19 Pandemic, to be implemented by public and private higher education institutions (HEIs) offering the above-mentioned programs starting Academic Year (AY) 2021 -2022 until the quarantine restrictions are lifted.

I. Rationale

The practicum programs for BSHM and BSTM aim to expose and immerse students into real-life situations that occur in the tourism industry. It is a vital component of the curricular programs and highly desired by the industry as it provides the student with an avenue to practice their skill sets in a controlled environment under the guidance of their potential employers. The practicum require a minimum of 600 hours contact time with the accredited host company and should be properly monitored by the HEI.

However, the pandemic has greatly affected and disrupted the school calendar and schedule of practicum activities of HEIs offering tourism-based programs in the country. The tourism sector has been heavily affected by the pandemic, with a significant number of hotels and similar establishments reducing business hours or temporarily closing, displacing 4 million industry professionals. The pandemic's impact continues as industry players re-strategize and slowly reboot their facilities and operations with new products and services. The effect is felt not only in the Philippines but worldwide.

As such, practicum activities as done in the past by HEIs have been temporarily suspended. HEIs have struggled to find ways for their students to complete their practicum assignments as their partner organizations have effectively been shut down by government mandate. In response, the various CHED COVID-19 Advisories (https://ched.gov.ph/covid-19-updates/) gave flexibility to HEIs to adjust, modify, and reduce requirements while exercising maximum consideration and leniency to the students. This is the subject of these proposed guidelines. CHED COVID Advisory No. 6

has suspended both local and international practicum activities for all HEIs since April, 2020.

This CMO will provide guidelines on how practicum activities can be implemented for the BSTM and BSHM programs, as some students are about to complete all academic requirements already by the incoming AY 2021-2022.

II. Definition of Terms

PRACTICUM - The practicum program for BSHM/BSTM requires a minimum of 600 hours based on the curricula as defined in CMO No. 62, series of 2017.

Subject	Course Description
Practicum	The practicum workload is intended to help undergraduates apply their formal education in a real work environment. By following the instructions given in the training logbook (with an emphasis on working skills), students are required to undertake a 600-hour practicum in various areas of the tourism and hospitality industry. These areas may be in: • Food Production; • Front Office; • Food and beverage service; • Housekeeping; • Travel Services; • Tour Operations; • Government agencies in Tourism and Hospitality; • Meetings, Incentives, Conferences, and Events (MICE); and, • Other relevant areas of exposure based on specialization/training received in school Provided that for Hospitality/Hotel and Restaurant Management, limited face to face classes shall be conducted only within the higher education institutions duly authorized by CHED to offer limited face to face classes and/or only in Department of Tourism (DOT) accredited hotels and other accommodations. Close contact with a workplace supervisor/mentor is needed as students are required to produce both a training report with an emphasis on problem-solving and supervisors' evaluations. Attendance and participation is also required at the practicum seminars held at the start and finish of the successful practicum

HOST COMPANY - Refers to various tourism and hospitality-related (private or public) organizations that accept students into their company premises with the intention of providing on-site training for their selected practicum students. Host companies are bound by PRACTICUM

agreements between them and the HEI where the student is enrolled in.

COVID-19 / PANDEMIC	-	Refers to the Coronavirus Disease 2019 (COVID-19) which is caused by the virus known as the severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2).
IATF	-	Inter-Agency Task Force (IATF) for the Management of Emerging Infectious Diseases. The main government body that disseminates guidelines on what activities are permissible during the pandemic. The website for these advisories is https://doh.gov.ph/COVID-19/IATF-Resolutions.
On-site activities		Activities that are undertaken on-site, requiring the physical presence of the student in the enterprise as allowed by IATF guidelines.
Online activities		These are academic and co-curricular activities and work-related learnings that can be undertaken online/virtually either synchronous or asynchronous.
Modules/ Modular		Refers to printed, digitalized, or electronic copies of the materials/documents used during practicum activities.

III. General Guidelines

The following are the general guidelines recommended in the conduct of the practicum program during the pandemic period:

1. Higher education institutions (HEIs) offering tourism-related programs shall be given the flexibility to introduce curricular modifications to their practicum programs from deployment to assessment, pursuant to CMO No. 4, series of 2020 on the Guidelines on the Implementation of Flexible Learning. The HEI is expected to meet the minimum standards as stated in CHED Memorandum Order No. 62, series of 2017, which defines the standards for the tourism-related programs.

   The Commission shall be informed on the curricular modifications, assessment, and strategies to be made by the HEIs offering these programs. HEIs are to submit the documentation of these activities to their respective CHED Regional Offices.

2. The HEIs shall ensure that the defined outcomes of the practicum program are met regardless of what strategies and methodologies are put in place to mitigate the effects of the pandemic.

3. The HEIs should have clear assessment guidelines on how to evaluate the completion of the program and should clearly communicate such guidelines to the students before embarking on the practicum program.

4. The HEIs should ensure that viable alternatives to the practicum program are available for all qualified students so as not to needlessly delay the completion of requirements for graduation and to allow students to select the best option considering all the limitations.

5. The HEIs are encouraged to utilize flexible learning options, including online webinars, short courses, or alternative work assignments in accordance with flexible learning guidelines to conduct their practicum orientation and follow-up activities. HEIs are suggested to support practicum coordinators in monitoring of practicum students and ensure that the required minimum learning outcomes of the program are attained.

6. For limited on-site Practicum activities, as may be allowed by the IATF, the HEIs shall ensure that all health and safety protocols are strictly enforced and that the students are properly equipped with the prescribed protective gear at the start of face-to-face work activities. There should be a dialogue between the host company, the HEI, and the students on compliance with the IATF directives and health protocols such as the use of personal protective equipment (PPEs) and other safety measures.

7. HEIs are to ensure that partner practicum host companies follow the relevant IATF guidelines to ensure the safety of the students that will be undergoing practicum training at the host companies. A site visit to the host company's premises, as applicable by existing government regulations, is highly desirable to ensure protocols are followed and should be properly documented by the HEI.

8. The HEI should also ensure that the students that will be sent to the host companies are cognizant and compliant with the relevant IATF guidelines and have observed the proper quarantine protocols so as not to disrupt the operations of the host company.

9. It is the HEIs' responsibility to assess the readiness of the students and the host company on the conduct of practicum activities based on the IATF recommendations and guidelines. The HEI shall submit to CHED its learning continuity plan for practicum to include the requirements for flexible learning strategies, delivery methods, and assessment schemes. Both the host company's supervisors' evaluation and the students' practicum reports (either using e-portfolio, digital, or printed copy) may be required as part of the terminal requirement of the course.

10. The HEI shall respect the decision of families not to send their students to limited on-site practicum activities due to concerns about their safety. The student may file an official leave of absence (LOA). As stated in CHED Advisories, the HEI may revise their academic policies, such as the policy on maximum residence, to ensure that the student's academic standing or status are not affected by availing of a leave of absence from the program due to the pandemic.

11. These guidelines encompass practicum activities that will be delivered in the domestic setting. A separate set of guidelines will be prepared for international practicum activities due to the gamut of requirements needed for international travel during this pandemic.

IV. Suggested Flexible Practicum Modalities

The following synchronous or asynchronous activities are considered alternative approaches in place of on-site practicum activities.

12. **Academic Endeavors and Industry Capstone Program:**

    a. ***Academic Coursework, Desk Analysis, and Industry Capstone Program*** - These are well-structured activities of students as stated in a course guide/syllabus which may include, among others, hospitality and tourism industry readings and analysis, current developments on job markets and emerging skills, and industry forecast from credible primary and secondary sources of information. The required output of this modality, using the mentioned data as integral inclusion, would be an individual submission of Industry Paper with SWOT Analysis or Capstone Project which the student needs to present before a panel of experts for critiquing using a structured rubric. The mechanics and grading system should be distributed and made clear to students.

    Examples :

    Tourism Management - Tourism Development plan for a town, city, region; Feasibility studies, Strategic Business Planning, etc.

    Hospitality Management - Strategic Business Planning, Feasibility Studies, HM Related Entrepreneurial Pursuits, etc.

    b. ***Research Output*** – Practicum activities may be substituted with students submitting relevant research work based on the HEI's research agenda for the student's degree program. The metrics for measuring this output should be rigorous as it is envisioned to substitute 600 hours of practicum experience. See Appendix 1 for Sample Research Outline

13. **Work from Home arrangements (Remote Practicum)** with practicum host companies and other qualified entities – with the rapid adoption of technology especially during this period of the pandemic, it is deemed reasonable for HEIs to go into partnerships with entities that can provide work from home arrangements for its practicum students. Some examples are as follows:

    a. ***Commissioned Work From Home Arrangements:*** These are work from home activities assigned by partner-companies or practicum venues to students taking practicum under a unique Memorandum of Agreement/Memorandum of Understanding/Letter of Undertaking (MOA/MOU/LOU) where the HEIs and Partner companies agreed to recognize commissioned work from home as part of the

practicum of students provided that these online or virtual works are relevant to business procedures, industry growth, professional development, and essential to students' practicum learning goals. It may also include project or consultancy work with enterprises needing assistance on various aspects of the business operation as long as it can be done at home using limited face-to-face coordination or virtual conferencing. The students taking this modality are required to submit weekly accomplishment reports and a terminal e-portfolio report to their practicum advisers. See Appendix 2 for sample work from home guidelines.

b. ***Home Based Entrepreneurial / Business Activities*** - students may start their own homegrown businesses or be actively involved in their family businesses. At the end of the practicum program, students should have developed practical skills and knowledge in the management and operations of their business. It is highly recommended that the outcome of this endeavor be assessed by industry players or with industry collaboration.

14. **e-Modular and Virtual Assisted Programs** - Using a course guide/syllabus of the practicum subject/units, the students are required to complete learning pathways that will enable them to realize a certificate of completion from using the online/digital/virtual assisted platforms from entities whose core competence includes providing quality, reliable, and internationally benchmarked technology-enabled platforms. The said learning pathways may constitute a good combination of e-learning modules, well-curated industry-based videos, virtually assisted sessions (synchronous or asynchronous) discussion of industry practitioners, and assessment plans (both formative and summative) whereby both parties (HEIs and External Entity) agreed to issue completion certificates to students who passed all assessment plans. See Appendix 3 for examples of e-Modular Programs.

15. Other alternative activities may be defined by the HEI, as long as the guidelines in this CMO are complied with.

16. For all alternative programs in lieu of on-site practicum activities, an outline should be provided by the HEI demonstrating how the expected outcomes from practicum activities are to be met by the proposed alternative program. Assessment methodologies need to be prepared for all alternatives and properly presented to the students.

17. Agreements on alternative practicum activities with enterprises and or training providers should be signed between HEI and provider. HEIs should provide several options which students can choose from, especially if there are additional financial considerations to be made.

18. HEIs will allow students to select the alternative practicum activity they will undertake and will complete based on the requirements.

V. Separability Clause

If any part or provision of these Guidelines which shall be held unconstitutional or invalid, will not affect the remaining provision and shall continue to be in full force and effect.

VI. Effectivity Clause

These Guidelines will have supplementary application to JMC CHED-DOH No. 1 series of 2021 and shall take effect immediately.

Any CHED Regional Office Orders issued as part of the transition prior to these CMO that are inconsistent with the provisions of this CMO shall be deemed modified or repealed.

Quezon City, Philippines, Oct. 11, 2021.

For the Commission:

J. PROSPERO E. DE VERA III, DPA
Chairman

References :
https://iatf.doh.gov.ph
CHED-DOH-JMC No. 1, s. 2021

Appendix 1: Research Output Suggested Outline

Research output is a viable alternative to practicum activities for the student under the current pandemic as it limits face-to-face interaction and lends itself well to online activities. The research activity is envisioned to provide the student with the opportunity to experience the process of scientific writing while stimulating critical thinking. It is hoped that these skills can be applied later to solving issues that confront the tourism and hospitality industry. The objectives of the program are to produce relevant research output aligned with the program's research agenda and address the issues that confront the tourism industry both here and abroad. The final paper is suggested to be presented to a panel for validation.

Suggested outline :

Research Topic

Research Problem

I. Introduction
   A. Background of the Study
   B. Significance
   C. Scope and Limitations

I. Review of Related Literature

II. Definition of Terms

III. Theoretical / Conceptual Framework

IV. Statement of the Problem
   A. Hypothesis
   B. Research Design / Framework
   C. Sampling Method and Participants Identification

VI. Analysis

VII. Conclusion and Recommendations

Appendix 2 : Work from Home Practicum

A practicum arrangement between the HEI and a tourism enterprise, documented by a MOA/MOU or equivalent for part or whole of the practicum hours needed, as agreed by both parties.

Procedure:

1. HEI and tourism enterprise coordinate practicum WFH arrangement, and sign an agreement.

2. Agree on the following:
    a. Point persons for HEI and Tourism Enterprise
    b. Assignment/s and output/s
    c. Duration
    d. Submission of final output
    e. Monitoring - periodic monitoring by representatives of HEI and Tourism Enterprise
    f. Evaluation -
        i. The student will evaluate representatives of HEI rep and TE, and program
        ii. HEI rep - will evaluate student and TE rep, and training program
        iii. TE rep - will evaluate student and HEI rep, and training program

3. The final feedback report will be given by HEI to the school and CHED RO for purposes of benchmarking.

Appendix 3: Online/Virtual Practicum for Tourism with Synchronous/Asynchronous components.

Rationale of the e-Modular Online / Virtual Practicum Program

As practicum remains part of the requirement of the curricula of schools and there is a dearth of institutions willing to absorb practicum students due to the pandemic, it is proposed that certain qualified organizations and entities be allowed to offer practicum training to graduating students by way of e-modules and virtual practicum activities designed to expose students to the actual work environments that they will experience once they join the industry. It is also expected that they will learn new skills such as flexibility, improved virtual communication and collaboration, as well as the further development of critical thinking skills adapted to the new normal. These new skills would help them navigate the new normal, which is hoped to give them an advantage over the current industry professionals.

Sample outline for the BS_Tourism Management Modules and Virtual Practicum

Topic	Hours
Corporate Travel and Program Management	40
Customer Service Delivery	40
Research Applications	40
Applied Airline and Airport Operations	40
Applied Travel Agency Operations	40
Digital Marketing	40
Applied MICE- Events and Exhibition	40
Tour Product: (Specific Brand)	20
Total	**300**
Applied MICE- Meetings and Conferences	40

Tour Product Development	40
Sales Presentation	40
Art of Negotiation	40
Client Contract Management	40
Travel Documentation (Passports and Visas)	40
Corporate Travel: Supplier Negotiation	40
Understanding your potential in the travel Industry	20
Total	**600**