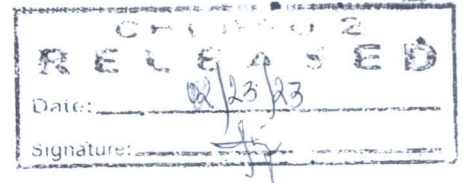




Republic of the Philippines  
OFFICE OF THE PRESIDENT  
**COMMISSION ON HIGHER EDUCATION**  
Region 02



**REGIONAL MEMORANDUM**  
**No. 046, Series of 2023**

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

**SUBJECT : SEMINAR ON FILIPINO BRAND OF SERVICE**

**DATE : February 21, 2023**

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Attached is a copy of the communication from **DR. TROY ALEXANDER G. MIANO**, Regional Director, Department of Tourism, Region 02 inviting the Hospitality and Tourism students to a free Seminar on Filipino Brand of Service Excellence.

This FBSE Program is organized to highlight the best traits and admirable principles of Filipino hospitality across all travel-related industries. A team from the Department of Tourism will be conducting the face-to-face seminar in your institution.

For further information, you may contact **Ms. Joylyn Cauilan** at mobile number **0975 091 7878** for your confirmation of slot or preferred schedule.

Kindly refer to the attachment which contains relevant information for your reference.

For your information.

  
**ATTY. MARCO CICERO F. DOMINGO**  
OIC-Director IV

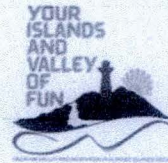
Encl: as stated

cc: [dot2@tourism.gov.ph](mailto:dot2@tourism.gov.ph)

:JPC2212023#20651-E-RDO



IT'S MORE FUN IN THE PHILIPPINES



February 21, 2023

ATTY. MARCO CICERO F. DOMINGO  
OIC-Regional Director  
Commission on Higher Education, Region 2  
Tuguegarao City, Cagayan



Dear Dir. Anduyan,

Mabuhay!

We are pleased to inform you that our technical team is currently conducting seminars on Filipino Brand of Service Excellence (FBSE) for the tourism stakeholders in Region 2. This is in support to the mandate of the Honorable Secretary Maria Esperanza Christina Frasco to propagate the above-mentioned program to 100,000 industry stakeholders and Filipino frontliners.

This FBSE Program was organized to highlight the best traits and admirable principles of Filipino hospitality across all travel-related industries. In order to develop outstanding service to visitors as part of our distinctive Filipino Brand, it is intended to improve and raise the quality of tourism services in the nation.

In line with this, may we respectfully request for an endorsement to conduct the said seminar to the Hospitality and Tourism Students of State Universities and Colleges in the region as we believe it will greatly increase our chance of accomplishing the targets set forth by the Secretary.

Should you have any questions regarding this matter, please do not hesitate to contact Ms. Joylyn Cauilan at mobile number 0975-091-7878 or email us at training.dotr2@gmail.com.

Thank you and we look forward to your favorable response on this request.

Very truly yours,

  
TROY ALEXANDER G. MIANO, DPA, LPT  
Regional Director



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