



Universitat d'Alacant  
Universidad de Alicante

## PROJECT DETAILS

### PROJECT TITLE :

Sustainable and Innovative Knowledge Application for Tourism and other relevant topics for the Philippines Higher Education sector (SIKAT)

### PROJECT BACKGROUND:

Tourism is an important sector of the Philippine economy. In 2018, the travel and tourism industry contributed 12.7% to the country's GDP and provides 5.4 million jobs in the field of tourism as accounted for by the Department of Tourism. The Philippines is an archipelagic country composed of 7,641 islands with 82 provinces divided into 17 regions. Out of these, there are a total of 418 schools in the Philippines that offer tourism programs, with this, there is an estimate of 70,000 tourism graduates. Tourism is still the fastest and growing industry, with the increasing tourism arrival, it demands an increase in employment for competent graduates that will meet the needs of the future of tourism. The SIKAT project is focused on improving and updating the curriculum needs of the Tourism sector. Building the future of the next generation through the shared expertise of faculty members with strong institutional support would transform the lives of the families of the students when they are already serving the community as committed and dedicated professionals and workforce of the country.

SIKAT Project will focus on:

- Increase Human Capacity Development in the tourism sector;
- Increase partnership with relevant international HEIs in this field;
- Provide support to emerging Philippine HEIs in the tourism sector;
- Develop curriculum and research in tourism in the Philippine higher education sector.

### MAIN PROJECT OBJECTIVES:

- To provide the labour market & economy with high-level skills required to enhance sustainable tourism through modernizing curricula, research, and training in 85 Philippines HEIs
- To strengthen inter-institutional cooperation among HEIs, industry, and government in the Philippines, and foster innovation and knowledge transfer and policy support actions

**DURATION OF THE PROJECT:**

The SIKAT Project will run for one (1) year from May 2021- May 2022.

**WHO CAN APPLY TO THIS PROJECT?**

Open to Academic Staff/ Faculty Members, Researchers, who are experts in Tourism Education or teaching Tourism subjects in their respective institution.

**MODE OF TRAINING**

All sessions will be accessible both live and recorded.

**EXPECTED TRANSFORMATIONS OR EFFECTS OF THE IMPLEMENTATION OF THE PROJECT**

The main outcomes of the project will be:

- a) In-depth knowledge of UA Tourism study programs & cooperation with the tourism sector; Updated diagnosis of the training needs in tourism and Expected competencies from tourism students and implementation strategy. As consequence, an updated analysis of tourism curriculum development will be achieved;
- b) 170 academic staff trained (repeated attendance considered) in selected (coming from the analysis phase) tourism topics, plus other relevant topics considering a post confinement scenario<sup>1</sup>, including methodology and pedagogical methods, learning/teaching resources, etc.;
- c) New Curriculum in Tourism established and accredited, which will benefit 250,000 students in the Philippines New policy for tourism research established, considering local needs and new world trends;
- d) Awareness raised about the project and project activities between the main stakeholders of the tourism sector in the Philippines
- e) Good Practices are shared and disseminated among at least 100 participants in the Tourism Education Congress.

**BASIC REQUIREMENTS** (to be sent to [intlaffairsoffice.com@lpubatangas.edu.ph](mailto:intlaffairsoffice.com@lpubatangas.edu.ph))

1. Fully Accomplished application form <http://bit.ly/3oGke0X>
  2. Letter of Recommendation signed by the head of the University  
Please address the recommendation letter to:
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**Atty. Lily Freida M. Milla, CESO IV  
Deputy Executive Director  
Director III, International Affairs Staff  
Commission on Higher Education**

3. Updated Curriculum Vitae
4. Recent 2x2 photo with white background (soft copy)
5. A 2-minute video answering the following:
  - A. How can the training help you and your institution?
  - B. How can this revitalize the tourism sector?

**ADDITIONAL REQUIREMENTS FROM CHED (to be sent by the Secretariat after accomplishing the Basic Requirements)**

1. Grant Agreement
2. Nomination Form
3. Re-Entry Action Plan
4. Return Service Agreement

**DELIVERING INSTITUTION:**

Lyceum of the Philippines University- Batangas

**PARTNER INSTITUTION:**

Universidad de Alicante, Spain