



De La Salle - College of Saint Benilde
Service - Learning Unit
Center for Faculty Advancement

What We Save, Saves Us:
A Service-Learning Project of BS-Tourism Management Students

Narrative Report

Submitted to:

Ms. Joyce Camille Dominguez

Ms. Marga Clarence Perez

Prepared by:

BSTM 123 Students

Banez, Asha Emilie I.

Dela Torre, Nadine Shayeena B.

Espina, Jamiella Ashlee G.

What We Save, Saves Us:

A Service-Learning Project of BS-Tourism Management Students - Narrative Report

In pursuit of sustainability and partnership, *What We Save, Saves Us: A Service-Learning Project of BS-Tourism Management Students* was organized by the Bachelor of Science in Tourism Management (referred as BSTM) ID 123 students in collaboration with the Department of Tourism, Culture, and Arts of Manila (referred as DTCAM) where they had invited the barangay tourism officers of Manila as its guests. The event was held on August 15, 2024, Thursday, from 8 am to 12 pm at the 6th Floor Halles De Rheims, Angelo King International Center (referred as AKIC) Campus. The event had a total of 231 attendees, with 85 BSTM students and 146 visitors from the Liga ng mga Barangay and the DTCAM office, excluding Benilde faculty and staff.

It is a Service-Learning Project that aims to provide the Department of Tourism, Culture and Arts Manila (DTCAM) guests insights, options, ideas, and opportunities to start a sustainable business or tourism while making use of their given municipal attractions and resources. Its goal is to give a further perspective that tourism needs to be beneficial not only for economic development but also for Social, Cultural and Environmental means.

To put this idea into action, all BSTM 123 students under the major course ‘Sustainable Tourism’ were assigned either an organizing committee (ex. chair organizers, ushers, etc.) or as presenters. After over seven weeks of planning and preparation, the event day finally arrived. With a call time of 6 am, the organizers started setting up the hall and took their stations to welcome the DTCAM visitors shortly after. At around 7:30 am, the guests were ushered from the AKIC Campus Main Entrance to the Halles De Rheims registration booth to register. Once all were seated, the event started sharply at 8 am with an opening prayer, national anthem, alma mater hymn, and DTCAM hymn.

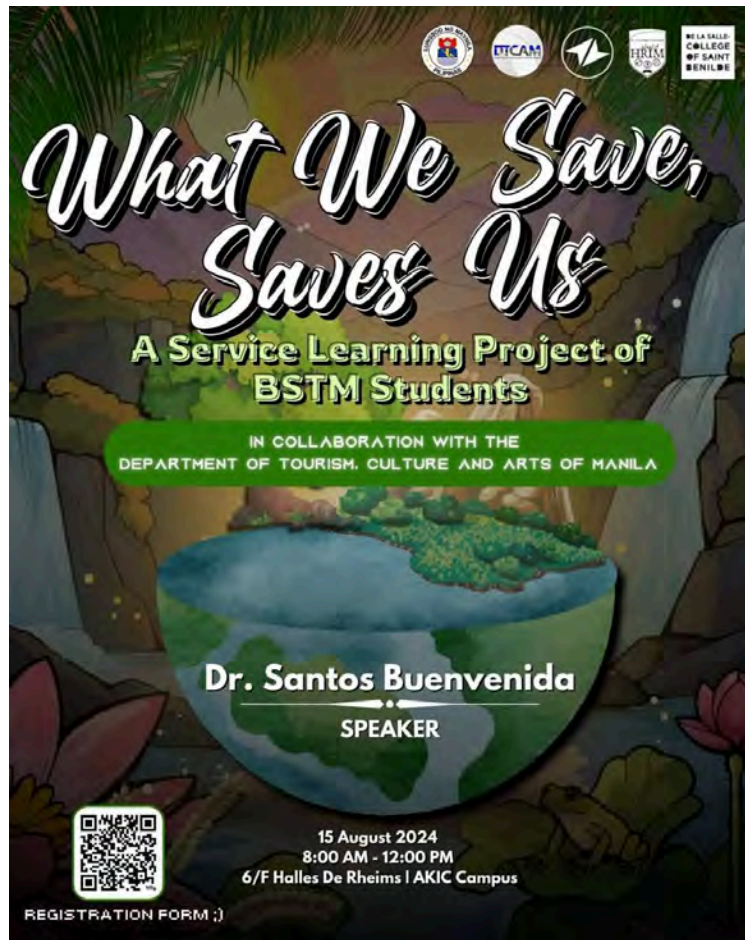
This was followed by the Opening Remarks by DTCAM Director, Mr. Charlie Dungo, who shared his enthusiasm for the event’s purpose and goals. Which was followed by the event’s plenary speaker, Dr. Santos Buenvenida, a member of the Benildean SHRIM community and a DOT-certified Resource Speaker. His talk opened with a strong emphasis on the ‘definition’ of

success in tourism, saying “The way we measure success in tourism is wrong.” He continued his talk with the misconceptions within tourism and suggestions on how to make common livelihoods in the country into sustainable tourism services. He also centered on the key points of ‘Sustainable, Robustness, Resilience, and Regenerative’, making sure the right problem is being solved, creating small and simple interventions, considering everything as a system, and Humanity-Centered Design of Tourism.

After the talk, an opportunity to ask questions to the speaker took place, the event took a short break and served snacks for the guests. After this 20-minute break, the event returned with its next portion, the presentation of sustainable tourism projects. A total of four projects were chosen from across three BSTM sections. These creative outputs were: *Mula’t Manila*, *Kalesa Kopi*, *Carps K B? MNL*, and *Juan Stop Shop*. With their engaging and thought-engrossing presentations, the guests selected their top pick for most sustainable tourism output through paper ballots. After manual tallying, the winner was *Juan Stop Travel* which showcased a sustainable tourism itinerary that boosted the economic, cultural & societal, and environmental sustainability and prosperity of Manila City and its attractions.

The event closed with the Closing Remarks by Ms. Macy Perez, the professor of TMSUSTR and head organizer, and an evaluation form for the guests and organizers alike which emphasized positive feedback on the event's objectives, format, and execution. After which the guests were ushered downstairs to the ground floor to the Chef’s Station, the student-run canteen of Benilde, for lunch. This was done in two batches, while the other batch was toured around the state-of-the-art facilities of the campus. Lastly, the guests were assisted with their departure from the campus past 1 pm. With that, *What We Save, Saves Us: A Service-Learning Project of BS-Tourism Management Students* ended with high spirits and a stronger determination for achieving sustainability in Philippine Tourism.

Official Poster



Event Photos



Image 1: 6:50AM dry-run and de-briefing of hosts; Image 2: Honorable People of the Event (from left to right; Speaker Dr. Santos Buenvenida, DTCAM Head Officer Mr. Charlie Dungo, Dean. Marie Paz Castro, Program Chairperson Ms. Lhoree Valerio, and Dr. Macy Perez.)



Image 3: The Talk led by our Speaker, Dr. Santos Buenvenida;

Image 4: Distribution of Snacks and Refreshments served by SHRIM student Chefs.



Image 5: First Presenter; Mula't Manila; Image 6: Second Presenter; Kalesa Kopi



Image 7: Third Presenter; Carps K B?; Image 8: Fourth Presenter; Juan Stop Shop



Image 9: Announcement of Winners - Juan Stop Shop; Image 10: Closing Remarks by Ms. Macy Perez