



Council of Hotel and Restaurant Educators of the Philippines



2021
newsletter

BOARD OF DIRECTORS 2021-2022



MS. JOJI ILAGAN BIAN
President



DR. MARK IRVIN C. CELIS
Vice President



DR. RENNIER T. PEREZ
Secretary



MS. MARIA RHODORA R. AUSTRIA
*Assistant Secretary
BDIC for Region IV*



DR. FRANCIA YVETTE A. MAGPANTAY
Treasurer



DR. JOCELYN Y. CAMALIG
*Assistant Treasurer
BDIC Panay Region*



MR. RAYMUND GERARD I. GUERERO
Auditor



PROF. LEE MAJORS M. FAJILAN
*Public Relations Officer
BDIC for CAR*

BOARD OF DIRECTORS 2021-2022



DR. SHIRLEY GUEVARRA
Education and Research Committee



DR. MITCHELL A. BORJA
Community Extension Committee



DR. CECILIA C. UNCAD
Ways and Means Committee



MR. RODOLFO CABARDO
Ethics and Membership Committee
BDIC for Secretariat



MS. RAQUEL FELOMINO
Strategic Planning Committee
BDIC for Region III



DR. RAMON F. SUN
BDIC for Region VI



DR. EPHRAIMUEL JOSE L. ABELLANA
BDIC for Cebu Region



DR. MILTON P. NUNGA
Assistant Treasurer
(Deceased)

COHREP

REGIONAL PRESIDENTS



DR. TYRON YAP
Region III President



MS. MAUREEN D. PEREZ
Region IV President



DR. RONALDO V. PUZON
Cebu Chapter President



DR. NOLI A. LALLEN
*Panay Island and Bacolod Region
President*



DR. JAMES ANDREW OYO
*Negros Island and Siquijor Region
President*



PROF. NICOLE NIÑA I. BIAN
Region XI President



MS. LAARNI LOPEZ ANDAM
CAR President



MR. RANDY ROLDAN LANOZO
Region XII President

PRESIDENT'S MESSAGE

I want to thank each and every one of you for giving me this opportunity to serve again as President for the 2nd term 2021-2022.

Two Titles that I take Pride In

I take pride in the title of being your PEARL President ; 30 years of celebrating the rich history of COHREP. And now I will be remembered as the 'COVID' President. Two titles that will always define my presidency.

I have found that my Presidency was always fully supported by my board and regional presidents.

They found joy in doing their individual and collective responsibilities ; all for the service of all our members.

Our Programs were Defined by Themes

Our theme for 2021 was “ Competent Structure with Committed Purpose” which was chaired by our dynamic and young Vice President Dr. Mark Irvin Celis.

The pillars of our services was clearly defined by a theme. From Research to academic development; to strengthening our partnerships with our different stakeholders . Through our Young Leaders Series ; we continue to build a legacy among our future student leaders. We realized that we need to focus also on our Corporate Social Responsibility through our COHREP Cares .

All of these was done using the virtual platform as mandated by the pandemic environment. We did manage to rise up successfully above these crisis and continue to be relevant to all our members.

Season of Giving Back

The two years of my 2nd term as president was also a season of ‘ giving back ‘ to our members . We showed our gratefulness and recognition for all your support in the last 31 years by ensuring that all our webinars were given for free including waiving your membership dues for the year 2020.

What a truly blessed year of working with all of you !


JOJILAGAN BIAN
President





Cheers to COHREP

Celebrating 32 Years of COHREP





Vice President Mark Irvin Celis
Chairman

Competent Structure with Committed Purpose

2021 COHREP PROGRAM THEMES

COHREP PEARL

Program on Enhanced Academic Research Learning

Objective: To elevate the research capabilities of COHREP members.

Chairman: Dr. Shirley Guevarra

Members: Dr. Jocelyn Camalig, Dr. Ephraimuel Jose L. Abellana and Mr. Raymund Gerard Guerrero

COHREP LEADS

Leadership in Education Administration and Development Structures

Objective: To produce competent and committed educators to lead the hospitality and tourism education.

Chairman: Mr. Rodolfo Cabardo

COHREP YOUNG LEADERS

Tourism and Hospitality Education: Young Leaders

Objective: To develop competencies and camaraderie among students and schools in the hospitality and tourism education settings.

Chairman: Dr. Rennier Perez

Member: Dr. Francia Yvette A. Magpantay



Competent Structure with Committed Purpose

2021 COHREP PROGRAM THEMES

COHREP ENGAGE

Objective: To continuously update COHREP members with various hospitality and tourism innovations and trends.

Chairman: Prof. Lee Majors M. Fajilan

Members: Ms. Maria Rhodora R. Austria and Dr. Ephraimuel Jose L. Abellana

COHREP LINKS

Industry Linkages, Innovations, Networks, Kaizen and Synergies

Objective: To links with industry practitioners to the advancement of hospitality and tourism education.

Chairman: Dr. Ramon F. Sun

Member: Ms. Raquel Felomino

COHREP CARES

Community Advocacies, Reforms, and Extensions Services

Objective: To intensify COHREP's social responsibilities and relations.

Chairman: Dr. Jocelyn Camalig

Members: Dr. Mitchell A. Borja and Dr. Cecilia C. Uncad

COHREP PEARL

Program on Enhanced Academic Research Learning

Objective: To elevate the research capabilities of COHREP members.



Dr. Shirley Guevarra
Chairman

Members:

Dr. Jocelyn Camalig

Dr. Ephraimuel Jose L. Abellana

Mr. Raymund Gerard Guerrero

Joint Research Workshop by COHREP and UP Philippine Research Conference on Tourism and Hospitality (PRCTH)

The 2021 Joint COHREP- PRCTH Research Workshop was a project of the COHREP PEARL (Program on Enhanced Academic Research Learning) headed by Dr. Shirley V. Guevarra and members, Dr. Prime Abellana; Dr. Jocelyn Camalig and Mr. Raymund Gerard Guerrero. Held on 23 October 2021, the research workshop aimed to achieve the following objectives:

1. Facilitate a robust exchange of research ideas and breakthroughs among the COHREP members; and
2. Equip them with additional knowledge and skills in conducting research.

The 31 participants were faculty members of the following educational institutions: Adamson University, Angeles University Foundation, Bataan Peninsula State University, Central Philippines State University, Father Saturnino Urius University, Iloilo Science and Technology University, Joji Ilagan International School of Hotel and Tourism Management, La Consolacion College Bacolod, Lyceum of the Philippines University, Negros Oriental State University, Northern Iloilo Polytechnic State College-Ajuy Campus, Olivarez College, Siargao Island Institute of Technology, STI West Negros University, Systems Plus College Foundation, University of St. La Salle and UP Asian Institute of Tourism.

The morning session featured two resource speakers: Dr. Edieser dela Santa, former Dean of the UP Asian Institute of Tourism and Dr. Mary Anne Tumanan, current Chair of the UP-CHE DHRIM. The workshop proper commenced in the afternoon with the participants grouped according to their research interest namely: Food in Tourism, Tourism and Destination Marketing, Tourism and Hospitality Operation, Tourism Policy and Planning, Tourism and Hospitality in Relation to COVID 19, Sustainable Tourism and Special Interest Tourism.

Faculty members from DHRIM, AIT and the College of Arts and Letters served as research facilitators. They were Assoc. Prof. Ramon Benedicto Alampay, PhD.; Asst. Prof. Lilibeth Baylosis; Assoc. Prof. Maria Criselda Badilla, PhD.; Assoc. Prof. Reil Cruz, PhD.; Prof. Shirley Guevarra, PhD; Asst. Prof. Raymund Gerard Guerrero; Inst. Ma. Asuncion Hije; Asst. Prof. Giovanni Legaspi; Prof. Amihan Ramollete, PhD.; Prof. Edieser dela Santa, PhD.; Assoc. Prof. Mary Delia Tomacruz, DBA; and Assoc. Prof. Mary Anne Tumanan, PhD. A brief presentation of group outputs capped the workshop.

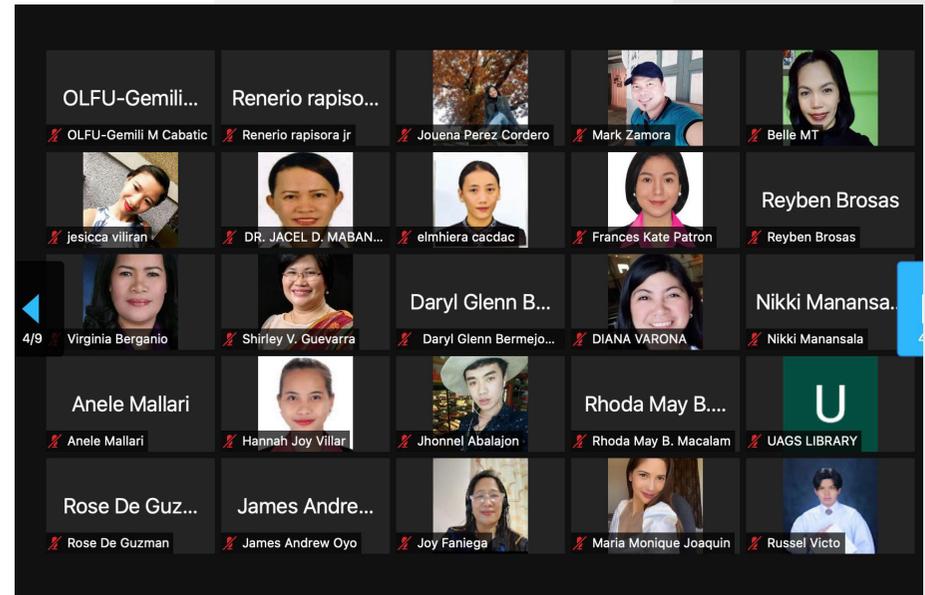
Over-all, the workshop was well-received and worth recommending to their colleagues, with 97% and 3% of the participants rating it as excellent and very good, respectively. They however suggested the allocation of more time for collaboration and consultation; the conduct of more research workshops; and the need to monitor the progress of research presented, among others.

PRCTH Chair, Dr. Mary Delia Tomacruz and COHREP President, Ms. Joji Ilagan-Bian, delivered the opening and closing remarks, respectively.

The PRCTH (Philippine Research Conference on Tourism and Hospitality) is a joint endeavor of the Department of Hotel, Restaurant, and Institution Management (DHRIM), College of Home Economics (CHE) and the Asian Institute of Tourism (AIT), University of the Philippines (UP). Founded in 2017, its annual research conferences featured international scholars as keynote speakers and served as a venue for faculty and students all over the country and from partner foreign universities to present their research papers and forge research collaborations.

Reported by:

Shirley V. Guevarra
Head, COHREP PEARL



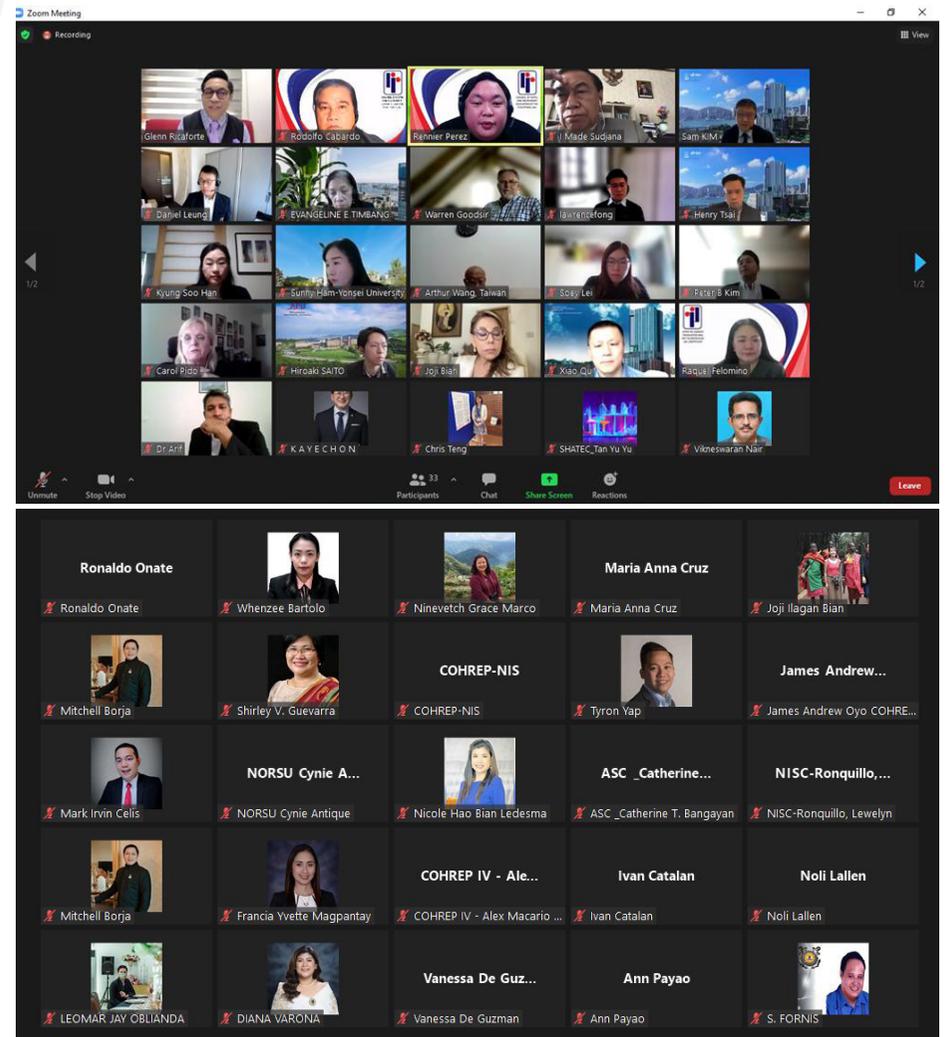
COHREP LEADS

Leadership in Education Administration and Development Structures

Objective: To produce competent and committed educators to lead the hospitality and tourism education.



Mr. Rodolfo Cabardo
Chairman



COHREP YOUNG LEADERS

TOURISM AND HOSPITALITY EDUCATION: YOUNG LEADERS

Leadership in Education Administration and Development Structures

Objective: To develop competencies and camaraderie among students and schools in the hospitality and tourism education settings.



Dr. Rennier Perez
Chairman

Member:
Dr. Francia Yvette A. Magpantay

COHREP National Virtual Skills Competition 2021

The biggest, grandest and the most awaited skills competition of the year for hospitality and tourism! The 1st ever COHREP NATIONAL VIRTUAL SKILLS COMPETITION 2021 is gathering of COHREP member schools and student participants all over the Philippines to compete for this year's virtual competition. This event is project of the COHREP YOUNG LEADERS headed by Dr. Rennier T. Perez with Dr. Yvette Francia Magpantay and collaborated with COHREP Region 4, LPU Laguna and LPU Batangas.

There were 32 schools with a total 231 entries for Culinary, Hospitality and Tourism clusters who participated. Credible judges from the industry were selected to choose the best of the best!

This year's participating schools: Angeles University Foundation, Arellano University- Plaridel Campus, Cavite State University, Cebu Roosevelt Memorial Colleges, Inc., Colegio de San Juan de Letran Calamba, Far Eastern University, Father Saturnino Urios University, Gordon College, Holy Cross Colleges Sta. Ana NE, Inc., Joji Ilagan International Schools

- ICHEF, Joji Ilagan International School of Hotel and Tourism Management, Jose Rizal University, La Consolacion College- Bacolod, Laguna State Polytechnic University- San Pablo, Laguna State Polytechnic University- Sta. Cruz, Lyceum of the Philippines University- Cavite, Lyceum of the Philippines University- Manila, Malayan Colleges Laguna, Manuel S. Enverga University Foundation – Candelaria, Manuel S. Enverga University Foundation – Lucena, National University Manila, Pangasinan State University, Shiawase Institute of Entrepreneurship and Sciences, St. Scholastica's College Manila, STI College Lucena, Taguig City University, University of Baguio, University of Batangas – Batangas City, University of Batangas – Lipa, University of Perpetual Help System Dalta Calamba, University of Santo Tomas, VMA Global College and Training Centers, Inc.

The COHREP National Virtual Skills Competition 2021 is made possible with the help and support of this year's sponsors namely; Worldwide Internship Philippines, HR International Inc. -International Educational and Cultural Exchange Programs, Hospitality Institute of America-Philippines Inc., Donstravel, PBA Party-List and Rex Education

Congratulations to the Cluster Institution Champions!

University of Baguio - OVER ALL PRESIDENTIAL CHAMPION/ TOURISM CUP CHAMPION

Pangasinan State University- CULINARY CUP CHAMPION

La Consolacion College Bacolod- HOSPITALITY CUP CHAMPION

Prepared by:

Rennier T. Perez

Head, COHREP Young Leaders

2021 COHREP NATIONAL VIRTUAL SKILLS COMPETITION
UPHOLDING EXCELLENCE IN HOSPITALITY AND TOURISM

Awarding Ceremony

THE BIGGEST THE GRANDEST HOSPITALITY TOURISM EVENT OF THE YEAR

GENERAL GUIDELINES AND MECHANICS

12. Due recognition from the site and source (e.g., pictures, video clips, music) must be included at the last part of the presentations. Due recognition clips are counted as part of the total maximum number of the time limits. Virtual backgrounds can be used if they will fit with the theme of the category or entry.

2. Logos, names, script or spiel, virtual backgrounds, background music, uniforms, props, other materials, or any mark that can identify the school, and that will be shown in any part of entry will result in DISQUALIFICATION.

Silver Medalist
FLIGHT ATTENDANT SHOWMANSHIP WITH EMERGENCY SCENARIO

COMPETITOR: Champagne Ayezsa P. Suello, Sheena Mae A. Brillantes
Coach: Kart Jay-Ar Almiron

4th Placer
CREATIVE CAKE DISPLAY

COMPETITOR: Globy Carl C. Labuca
Coach: Aladin Ibrahim

Gold Medalist
PLATED DESSERTS VIDEO DEMONSTRATION

COMPETITOR: Kyle Marez R. Flores
Coach: Ms. Anna Mae Lagrosa

Bronze Medalist
TOURISM DESTINATION PROMOTIONAL VIDEO

COMPETITOR: Kiana Bianca Montillana Ram, Joanna Kyla Carmona Cunanan
Coach: Merle Uchi Ruiz, Alternate: N/A



2021 YOUNG LEADER'S NATIONAL CONVENTION

Dr. Francia Yvette A. Magpantay

October 2021 was the student month for the Council of Hotel and Restaurant Educators of the Philippines. This year, COHREP together with the Tourism and Hospitality Education Young Leaders co-hosted by University of Batangas presented the 2021 Young Leader's National Convention with the theme "Career opportunities in the Tourism and Hospitality Industry". It was held last October 1, 2021 from 9:00am until 3:00pm via virtual platform. This event was participated by hospitality and tourism students from different schools, colleges, and university nationwide.

The speakers of the event were prominent persons in the Tourism Industry. Dr. Detlev Remy, Associate Professor in Singapore Institute of Technology. He discussed on the utilization of digital marketing to allure opportunities & reinforce job of the future. The second speaker was Juno Amris Mancenido, HR Director of Seda Hotel. She talked on Infusing positivity in your job search. The third speaker was a former under secretary of the Department of Tourism, Mr. Arturo Boncato Jr. who discussed on Smarter Tourism in the new normal. The afternoon session was opened by the talked of Chef RV Manabat, owner of Chef RV Café. He gave students on how to be an entrepreneur despite the pandemic. he discussed on Business Strategies in the new normal. Last but not the least, Mr. Bobby Horrigan, General Manage of Acacia Hotel share insights on managing your career in the tourism and hospitality industry.

The 2021 YOUNG LEADER'S NATIONAL CONVENTION is made possible with the help and support of this year's sponsors namely; Worldwide Internship Philippines, HR International Inc. -International Educational and Cultural Exchange Programs, Hospitality Institute of America-Philippines Inc., Donstravel, Rex Education, OMNI Aviation and Peotraco Food.

COHREP ENGAGE

Objective: To continuously update COHREP members with various hospitality and tourism innovations and trends.



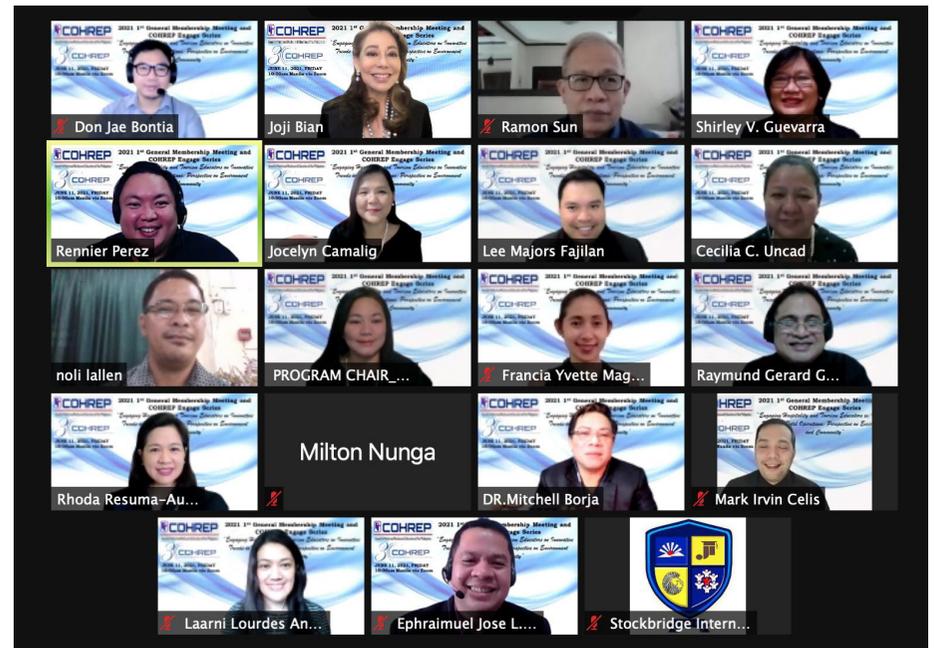
Prof. Lee Majors M. Fajilan
Chairman

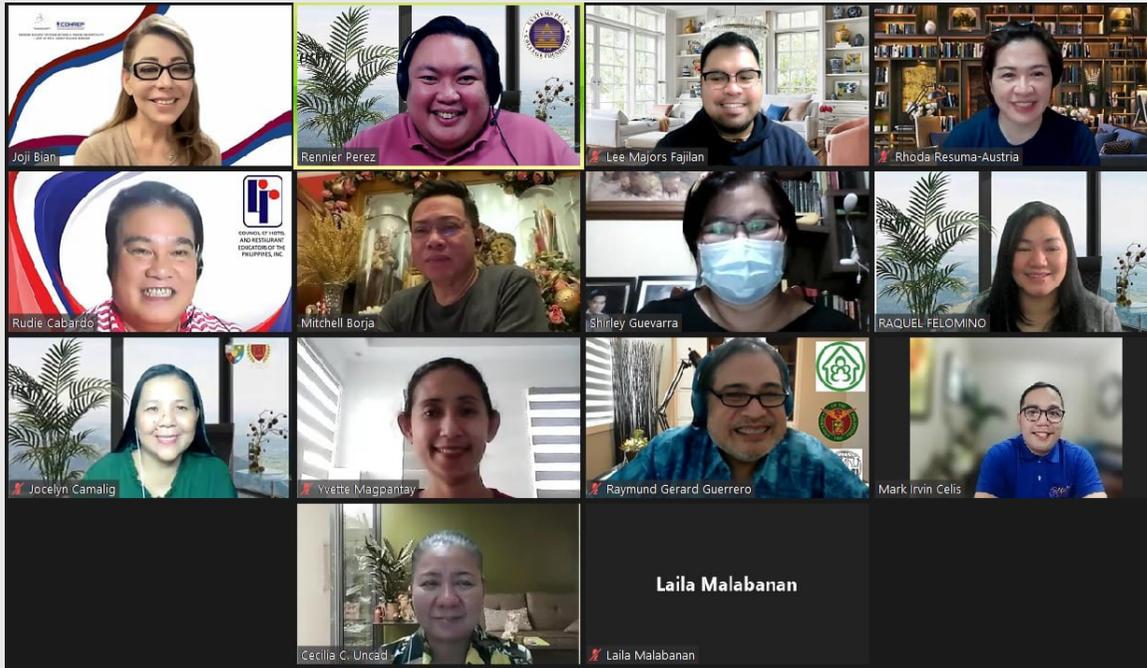
Members:

Ms. Maria Rhodora R. Austria
Dr. Ephraimuel Jose L. Abellana

COHREP ENGAGED its BOD and Members at the First COHREP GMM for 2021

June 11, 2021 - COHREP is about innovation, pioneering, and championing programs to engage all members. Hence, the conceptualization of the ENGAGE series aims to continuously update members with various hospitality and tourism innovations and trends amidst the global Covid-19 pandemic. Engage series is led by the COHREP Board of Directors (BOD), Prof. Maria Rhodora R. Austria, Dr. Ephraimuel Jose L. Abellana, and Dr. Lee Majors M. Fajilan.





True to its form, meaning, and purpose, the ENGAGE seminar, which happened to be the first significant event of COHREP for the year, engaged one of its BODs to speak about a critical topic. Newly re-elected BOD and Public Relations Officer, Dr. Lee Majors M. Fajilan of Saint Louis University and the (former) General Manager and Business Development Consultant of the newly-built and sophisticated Lafaayette Luxury Suites in Baguio City, engaged over 380 online member and guest attendees about innovative trends in hotel operations with emphasis on community and environmental care. He explained how modern hotels are planned, constructed, and operated sustainably. He gave tidbits of information on facilities planning and operational ergonomics.

After the seminar, COHREP members enjoyed the virtual gathering with friends and colleagues during the General Membership Meeting (GMM) presided by COHREP President Ms. Joji Ilagan Bian. Newly elected National and Regional Officers were inducted. BODs from Cebu, Panay Island, Negros and Siquijor, Central Luzon, and the National Board pledge to execute their duties according to COHREPs constitutions and by-laws. Important matters and committee updates from the BODs and Officers ensued during the business meeting.

Much to the delight of everyone present, the President of the Hotel and Restaurant Association of the Philippines (HRAP), Mr. Eugene Yap, the Dean and Chair of Hong Kong PolyU, Dr. Kaye Chon, and Davao City Mayor Sara Duterte all gave their special congratulatory messages.

ENGAGE is the brainchild of COHREP Vice President Dr. Mark Irvin Celis.

COHREP ENGAGE SERIES and GMM 2021





RESOURCE SPEAKER

MR. LEE MAJORS FAJILAN

Hotelier, Professor, Consultant and Environmental Advocate

"Engaging Hospitality and Tourism Educators on Innovative Trends in Hotel Operations: Perspective on Environment and Community"



Council of Hotel and Restaurant Educators of the Philippines



Join Zoom Meeting
on
JUNE 11, 2021. FRIDAY, 10:00AM TO 12:00NN



COHREP LINKS

Industry Linkages, Innovations, Networks, Kaizen and Synergies

Objective: To links with industry practitioners to the advancement of hospitality and tourism education.



Dr. Ramon F. Sun
Chairman

Member:
Ms. Raquel Felomino

COHREP Brightens more in Visayas and Mindanao

The efforts to expand the membership base for COHREP is unstoppable. The Negros Island and Siquijor Chapter or NISC has widen the reach in the areas of Negros Occidental, Negros Oriental and Siquijor. The power base of NISC is headed by Dr. James Andrew Oyo of STI WEST NEGROS University. Another power base is the reactivation of the Queen City of the South, CEBU! The Cebu Chapter has a wide array of membership as far as Cordova, Talisay City, Lapu Lapu City. Etc. The chapter is under the stewardship of Dr Ronaldo Puzon of Cebu Institute of Technology University, Cebu City. And the surprising

element is the entry of the Butuan HRM mentors of Father SATURNINO URIOS University or FSUU. The lady behind the entry is Chair Sandy Tiu of HRM Dept. And there's more!! The inclusion of Siargao Institute of Technology. Thanks to Ms Cherry Bantilan. And the forces from St Michael College in Iligan City is another sterling development. Thank you Ms ROGE Dato. Chair of the HM Dept. We will see inspiring development from these schools as they will connect to other HM schools in their respective areas and soon becomes a full pledge chapters. More to come soon!



COHREP ENGAGE SERIES and GMM 2021

RESOURCE SPEAKER
MR. LEE MAJORS PAVILAN
Hoteller, Professor, Consultant and Environmental Advocate

"Engaging Hospitality and Tourism Educators on Innovative Trends in Hotel Operations:
"Perspective on Environment and Community"

Join Zoom Meeting
on
JUNE 11, 2021, FRIDAY, 10:00AM TO 12:00NN

COHREP
Council of Hotel and Restaurant Educators of the Philippines



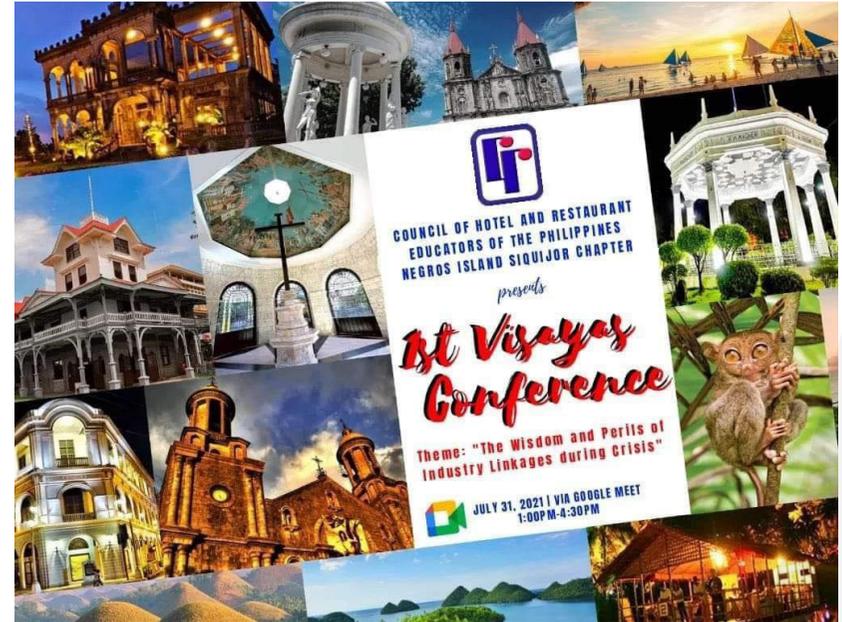
1st COHREP Visayas Conference

Ms. Raquel Felomino

The Council of Hotel and Restaurant Educators of the Philippines Negros Island and Siquijor Chapter (COHREP NISC) organized the 1st Visayas Conference on July 31, 2021, with the theme: 'The Wisdom and Perils of Industry Linkages During the Crisis' in collaboration with the National Council of Hotel and Restaurant Educators of the Philippines via zoom. The event was attended by 52 schools from across the Philippines, as well as one private organization.

Ms. Joji Ilagan Bian, National President of COHREP, gave the opening remarks. Dr. Ramon Sun, COHREP National BOD, welcomed participants from various colleges and universities, the majority of whom were from the Visayas and Mindanao regions.

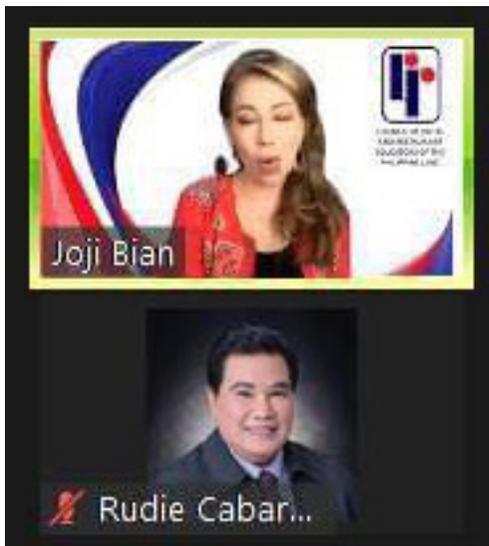
It had been a jam-packed afternoon of interaction and learning. Mr. Darwin Grande Belleza, Assistant Front Office Manager of Avra Hospitality – DoubleTree by Hilton Rochester presented “Trends Spotting in 2022



Basic and Beyond,” all the way from MN, USA. Mr. Al Delos Santos, Human Resource Manager of Foresee Cruises – MV Charming, presented “How to meet the demands of the Shipping Industry in the New Normal,” and Mr. Vincent Oh, from Mingway Manpower Group, presented “The Transformation of Industry Linkages in Terms of New Opportunities During the Crisis.” The participants actively engaged during the Q&A portion.

Mr. John Valledares and Najie Nillos moderated the webinar. The closing remarks were delivered by Dr. James Andrew Oyo, President of COHREP NISC. More than 500 people attended the webinar. Participation in the webinar, like all COHREP-sponsored events, was free of charge.

The above conference was the first of COHREP LINKS’ planned activities, with the goal of strengthening links with industry practitioners to advance hospitality and tourism education. To keep its promise of empowering regional COHREP chapters, the remainder of the planned activities will be held in collaboration with other COHREP regional chapters.



COHREP CARES

Community Advocacies, Reforms, and Extensions Services

Objective: To intensify COHREP's social responsibilities and relations.



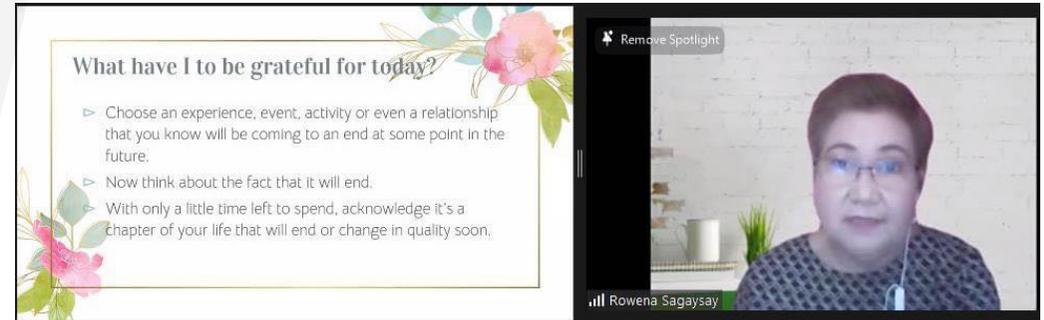
Dr. Jocelyn Camalig
Chairman

Members:

Dr. Mitchell A. Borja
Dr. Cecilia C. Uncad

The COHREP CARES in its commitment to ensure the well-being of its members hosted a health and wellness webinar last August 20, 2021, entitled “Work-life Balance through Health and Well-

ness”. During this difficult time, COHREP pushed to provide an avenue for emphasizing the importance of good health and wellness to our valued members by hosting this webinar, which aimed



WORK-LIFE BALANCE THROUGH HEALTH & WELLNESS



DR. ROWENA SAGAYSAY
MANAGING CONSULTANT
PHILIPPINE STUDY ABROAD
CONSULTANCY INC (PSACI)



MS. NIKKI TANG
CEO, DMARK
BEAUTY AND DERM ASIA

to provide tips and advice on how to achieve a healthy and beautiful lifestyle in this new normal of education.

Ms. Nikki Tang and Dr. Rowena Sagaysay, both wellness and beauty experts, graced the webinar. Ms. Nikki Tang is the CEO of DMark-Beauty and DermAsia, as well as a passionate ASEAN Beautypreneur Leader. Her talk, titled Positivity and Beauty in the New Normal, focused on the essence of beauty and work-life balance in these times.

Dr. Sagaysay, an independent business consultant, trainer, and member of our Board of Advisers, spoke on the topic "I AM ENOUGH: Self-care to the MAX! ", which emphasized self-love and self-care.

With over 300 people in attendance, the webinar was a success.

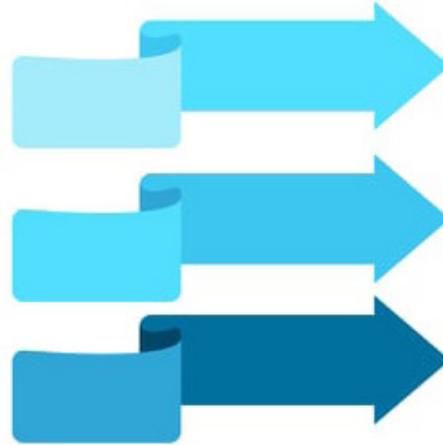
COHREP 2022: BLURRING BOUNDARIES

As we experienced the challenges of the different external forces that truly shaped the hospitality and tourism educational landscape, We are at the dawn of the digital age as we continuously develop and re-design our teaching and learning programs and projects for COHREP. Our professional organization in 2022 will remain steadfast and true to its vision and mission to fully implement educational innovations and developments that will allow us to take the lead as your tourism and hospitality professional organization.

COHREP's years of existence allow us to see how we evolve as an organization and achieve success in all our programs and projects. In 2022, COHREP will be bolder and brighter.

As we navigate the new pathways for hospitality and tourism, higher education ecosystems, Let us all continue to be committed, responsive, and relevant to fully cope with the challenges and opportunities of the hospitality and tourism industry. We will continue to work together to break down barriers to equitable, inclusive, and diverse hospitality and tourism education.

COHREP Strategic Planning 2022



COHREP Strategic Planning Workshop: Leading the way for a vibrant and robust 2022–2023



Dr. Mark Irvin C. Celis
COHREP National Vice President

The strategic planning activity of the Council of Hotel and Restaurant Educators of the Philippines (COHREP) was borne out of the leaders' need to set the directions of the professional organization for 2022. It needed to see a clearer vision of its strategic goals that could make COHREP appropriately respond to the needs of members and their stakeholders. Thus, on March 19, 2022 and March 29-31, 2022, the COHREP Board and members convened virtually and face to face respectively to specifically work on this strategic plan that will take the form as their Roadmap for 2022.

Using the strategic planning approach to appreciative inquiry and environmental scanning as its tool, the board of directors lead by Dr. Mark Irvin C. Celis, COHREP National Vice President and assisted by Dr. Rennier Perez, COHREP National Secretary accomplished the task of generating responses to craft a the 2022 COHREP Annual Operational Plan.

COHREP Strategic Planning Process



OFFICIAL NOMINEES FOR COHREP'S BOARD OF DIRECTORS 2023-2024



DR. EPHRAIMUEL JOSE L. ABELLANA



MS. MARIA RHODORA R. AUSTRIA



DR. MITCHELL A. BORJA



MR. RODOLFO CABARDO



MS. GEMILI CABATIC



PROF. JAYSON CABATUANDO



DR. JOCELYN Y. CAMALIG



DR. MARK IRVIN C. CELIS



MS. FLORENDA J. DE VERO



MR. LEE MAJORS M. FAJILAN



MS. RAQUEL S. FELOMINO



OFFICIAL NOMINEES FOR COHREP'S BOARD OF DIRECTORS 2023-2024



MS. MEDELENE FORBES



MR. RAYMUND GERARD GUERERO



DR. SHIRLEY V. GUEVARRA



DR. FRANCIA YVETTE A. MAGPANTAY



MS. KATHRINE CAMILLE A. NAGAL



CHEF ABRAM EMMANUEL R. PERALTA



DR. RENNIE T. PEREZ



MS. MARIA THERESA B. RESURRECCION



MR. RAMON F. SUN



DR. CECILIA C. UNCAD



COHREP IN THE YEARS AHEAD

Strategic Planning 2019-2024 • ROAD MAP 2024 OPERATION PLAN

NINE STRATEGIC OBJECTIVES:

1. Increase membership and improve member experience.
2. Strengthen good governance, professional and ethical practices.
3. Enhance capabilities of COHREP leaders and members through capability-building programs and projects.
4. Improve process efficiency within the organization.
5. Improve resource management and productivity.
6. Sustain operations through membership fees and other resource-generating projects.
7. Generate fund resources from funding agencies and other entities for special programs and projects.
8. Strengthen and sustain linkages and partnerships.
9. Live by COHREP vision, mission, and goals to meet members' and stakeholders' expectations.

SEVEN MAJOR PROGRAM THRUSTS:

1. Membership Growth and Development
2. Good Governance and Professional Ethics
3. Capability-Building Program
4. Process Efficiency and Resource Management for Productivity
5. Fund Generation
6. Linkages and Partnerships
7. Institutionalizing COHREP's Vision, Mission and Goals

VISION

COHREP is the leading academic professional organization promoting quality Hospitality and Tourism Education in the Philippines.

MISSION

To promote teaching excellence in hospitality education by providing venues to transform educators into confident and values-laden professionals, committed to the development of competent graduates with employable skills.

OBJECTIVES

- To partner with industry and government in developing qualifications and standards that will ensure the quality of hospitality education in the country.
- To support research and creative endeavors in the field of hospitality education, as well as dissemination of their results, in order to make valuable contributions to the existing body of knowledge.
- To be at the forefront of advocacy for national and international issues affecting hospitality education and the industry.
- To establish and maintain local and global institutional linkages in order to cooperatively address relevant issues.
- To foster unity and collegiality among members in the pursuit of mutual interests.



2023 APacCHRIE Conference and COHREP 2023 National Conference

PROPOSAL
FOR HOSTING

APacCHRIE
clark
PHILIPPINES



Authored by: Rennier T. Perez



CONFERENCE VENUE Hilton Clark Sun Valley Resort

Nestled in tropical flora, the property is a two-minute walk from D'Heights Casino and five minutes' drive to Clark Sun Valley Country & Golf Club. Puning Hot Spring is 35 minutes away. The hotel provides free shuttle to Clark International Airport, Guests will enjoy tax-free shops, and a kids' club with playground, the fitness center and outdoor pool.



Major advantages of the host location and venue:

- The chosen venue is 5 minutes away from Clark International Airport and minutes away from major attractions like natural hot springs and trails for trekking. Clark also features Hotels and Golf courses for the benefit of adventure-seeking delegates.
- If delegates are coming from Ninoy International Airports, because of the newly constructed Skyway, it only takes 1-1.5 hours to Clark, Point-to-point buses are available at the airport terminal. Taxi services are also available upon reaching Clark.
- As the Culinary Capital of the Philippines, delegates will enjoy the showcase of flavors and sights and the sumptuous heirloom dishes from the best chefs and food purveyors in the province. Pampanga is currently applying for UNESCO Creative City for Gastronomy.



HOST INSTITUTION

THE International Management School – Davao, Philippines



THE International Management Schools is an exclusive network of highly specialized international schools in hospitality and tourism entrepreneurship located in Davao City, Philippines.

The International School of Hotel and Tourism Management (IS-HTM) is the leader in Hospitality and Tourism Management and Culinary education in the Southern Part of the Philippines. This school is owned and managed by the Joji Ilagan Career Center



Foundation Inc.; a highly respected name in the field of hospitality education. Education at IS-HTM goes beyond the traditional learning in the classroom to cultivate the hospitality and management skills, business acumen and personality of our students. These will prepare our graduates to gain a head start in the global hospitality and tourism environment.

APacCHRIE 2023- Youth Conference will be hosted by **Angeles University Foundation.**



Delegates from all over the world would surely enjoy the festive spirit of the members as this is the first face to face convention due to pandemic restrictions.

APacCHRIE
clark
PHILIPPINES



14th APacCHRIE YOUTH CONFERENCE 2023
Angeles University Foundation, Angeles City, PHILIPPINES



APacCHRIE
YOUTH CONFERENCE
2023

ANGELES UNIVERSITY FOUNDATION
ANGELES CITY, PHILIPPINES

COHREP

PAST PRESIDENTS



DR. IGNACIO PABLO
1991 - 1998



DR. EVANGELINE TIMBANG
1999 - 2000



DR. NOEMI CANCIO
2001-2002



DR. LORRAINE VILLANUEVA †
2005 - 2008



DR. CORAZON GATCHALIAN
2009 - 2010



DR. MA. CHRISTINA AQUINO
2011 - 2014



DR. ROWENA SAGAYSAY
2017 - 2019



Tribute to
DR. MILTON NUNGA

BOARD OF DIRECTOR 2019-2022

*Our beloved Dr. Milton Nunga
joined our Lord and Creator
last September 3, 2021*