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Council of Hotel and Restaurant Educators of the Philippines

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06 October 2023

Dear Valued Members,

Mabuhay from COHREP!

On behalf of the Board of Directors, we would like to invite you to the 32nd COHREP Annual Convention and Coral Anniversary in 2024 in its new itinerary with the theme: ***“COHREP on Cruise: Research Conference and Grand Educational Immersion”*** which will be held on **January 21 to January 26, 2024** on board the COSTA SERENA that will sail from Port Klang-Penang-Phuket-Port Klang (Malaysia and Thailand).

The purpose of this Annual Convention is to immerse both faculty and students to the prolific world of the cruise-industry, observe and engage in its food, beverage and hotel operations. A host of experts and officers on board COSTA Serena will present valuable information on maritime practices and the sustainable care for the environment to address one of the pressing concerns in the 17 UN Sustainable Development Goals, Life Below Water. As part of your international exposure, you may also enjoy a cultural visit to the ports of call in Port Klang, Penang in Malaysia and Phuket in Thailand. The COSTA Serena features world-class amenities, dining, entertainment and recreational facilities that can open up new sensibilities, rest and relaxation that can help promote positive mental being and overall wellness. These and more while we network and listen to meaningful research presentations.

For this ultimate air-land and sea travel, your attendance and participation are utmost important. There are very limited number of slots available and it's on a first come first served basis. Payment may be made via direct bank deposit/online transfer, see details below.

Account Name: **Harimanok Tours and Events Current Account**
Account Number: **1800-0089-49**
BPI Branch: **Back of the Philippine Island (BPI), Serin Tagaytay Branch**

Please make sure to register online via <https://tinyurl.com/2024cohrepucruise> and confirm your registration by uploading validated/confirmed proof of payment upon submitting the form. See next page for some important details.

Should you have concerns or need other details, feel free to message us via email cohrepsecretariat@gmail.com, or contact via 0929.6611326 or 0917.8583046.

We look forward to being with you on this rare Convention Cruise. Thank you very much.

Yours Truly,

DR. LEE MAJORS M. FAJILAN
2024 Convention Chair

DR. MARK IRVIN C. CELIS
President, COHREP National

I. COHREP

The Council of Hotel and Restaurant Educators of the Philippines or COHREP is the biggest, oldest and the leading academic professional organization promoting quality Hospitality and Tourism Education in the Philippines. It promotes teaching excellence in hospitality education by promoting values to transform educators into confident and values-laden professionals, committed to the development of competent graduates with employable skills.

II. COHREP's 31st Annual Convention

COHREP gathers Hospitality and Tourism educators, administrators, instructors, student leaders and industry professionals to its annual convention. The annual convention has been to various schools, provinces and regions across the Philippines through the years. It was in the year 2020 when COHREP decided to pioneer the international conference and brought its delegates to the exotic island of Bali in Indonesia. The 2024 Cruise Convention will be the first of its kind yet again. As a celebration of its Coral year, the 31st Annual Convention will bring COHREP members on board a ship to immerse on a rare educational trip in one of the tourism industry's biggest components, Cruise Liners.

The purpose of this Annual Convention are as follows:

1. Immerse the members to the prolific world of the cruise-industry by experiencing and engage in its food, beverage and hotel operations.
2. Experience onboard emergency drills and safety procedures in the Cruise Ship.
3. Listen to researches made by professionals while onboard a moving cruise ship.
4. Learn from a host of experts and officers on board COSTA Serena when they present valuable information on maritime practices and the sustainable care for the environment to address one of the pressing concerns in the 17 UN Sustainable Development Goals, Life Below Water.
5. Embrace cultural diversity through the prepared exposure tours aboard private coaches as explained by a local English-speaking tour guide.
6. Appreciate the beauty of our neighboring Thailand and Malaysia when participants visit the ports of call in Penang in Malaysia and Phuket in Thailand.
7. Experience wellness and relaxation one can uniquely experience onboard a cruise ship.

III. Costa Serena

Costa Serena is elegance and sophistication combined. Imagine spacious panoramic decks dedicated to the most famous constellations, with sophisticated design. Every corner is a feast for the eyes and immediately puts you into fun mode! And do you know which is the best way to relax? Well, just pop into the spa, or get pampered in one of the outdoor whirlpools, then enjoy a glass of wine in the wine bar. And it doesn't end here! Theatre, lounge bars, swimming pools, game rooms, casino... And a wide variety of restaurants serving Italian and international cuisine for a real taste journey.

Get ready to experience incredible adventures and have more fun than ever! Costa Serena has 557 Balcony Cabins, 8 swimming pools and hot tubs, 8 restaurants and snack bars and 10 bars and lounges. (costacruises.eu)



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IV. Itinerary

**3 days / 2 nights Malaysia
4 days/3 nights cruise on board COSTA SERENA
21 January- 26 January 5, 2024**

Date	Itinerary	Rate Option Inclusions			
		A Cruise Only	B Land Arrangement s Only	C Air Only	D Cruise+ Land+ Air
January 21, 2024 (Sunday)	Depart Manila for Kuala Lumpur via AirAsia. ETD Manila (early morning TBA)			Included	Included
	with Welcome Dinner Buffet. Official Opening Ceremonies of the Cruise Convention and Research Presentations (to be held in a 3-star hotel in Kula Lumpur) Overnight stay in Kuala Lumpur (Accommodation: Single based on Twin Sharing)		Included		Included
January 22, 2024 (Monday)	Day Tour to Batu Cave before proceeding to Port Klang for Embarkation starts at 0900		Included		Included
	1400: Port Klang Immigration and Embarkation 2000: Dinner at Buffet Area while waiting for the cabins to be available for occupancy. The group will be gathered in an area for the orientation. 2100: Cabin Check-in 2200: Emergency Drill- mandatory to all passengers.	Included			Included
January 23, 2024 (Tuesday)	Penang, Malaysia 0600-0900: Breakfast at the buffet or restaurant. 1000: Prepare to disembark for Shorex while enjoying the amenities of the ship	Included			Included
	1300: Shorex* to Penang				
	1700: All Abord! 1800: Ship sails toward Phuket Thailand. Dinner on Cruise. Immersion activity (Details TBA)	Included			Included
January 24, 2024 (Wednesday)	Phuket, Thailand 0600-0900: Breakfast at the buffet or restaurant 0900: Prepare to disembark for Shorex.	Included			Included
	1000: Shorex* to Phuket				
	1400: All Abord 1500: Ship sails back to Port Klang. Immersion Activity (Details TBA) 1800: Dinner on Cruise	Included			Included
January 25, 2024 (Thursday)	Port Klang, Malaysia 0600-0900: Breakfast at the buffet or restaurant 0900-1300: COHREP Convention Proper and Research Presentations. 1400: Prepare to disembark 1600: Disembark the ship	Included			Included
	Overnight in a 3-star hotel in Kuala Lumpur with City Tour and Shopping		Included		Included
January 26, 2024 (Friday)	Return to Manila from Kuala Lumpur via Air Asia (8:35AM)			Included	Included



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V. Room Allocations for the COHREP Cruise Convention Group

The following cabins are the options for COHREP Cruise Convention Participants and are on a first-come, first-reserved basis.

Room Allocations

Inside Cabin	Oceanview	Balcony
22 Inside Twin	5 Oceanview Twin	5 Balcony Twin
1 Inside Triple	5 Oceanview Quad	5 Balcony Quad
5 Inside Quad		

**First-come, first-served basis*

VI. Rates and Packages

A. Cruise Package Only

Cruise Rate Matrix*

Inside Cabin	Fare**	Oceanview	Fare**	Balcony	Fare**
Twin	27,748	Twin	32,678	Twin	36,912
Triple	26,530	Triple	29,816	Triple	32,639
Quad	25,925	Quad	28,388.50	Quad	30,505

**Rates are per person and quoted in Philippine peso currency. Includes Participation to the COHREP Convention.*

*** Fares quoted here are for the Cruise only.*

Cruise Fare Inclusions

- 3-nights' accommodation on preferred cabin category and port charges and gratuities
- Full-board with various meals throughout the day: tea and coffee on deck for the early birds, breakfast, lunch, afternoon tea, pizzas and snacks, dinner and midnight buffet.
- The use of the ship's facilities — swimming pools, fitness center, Jacuzzi, bar lounges, sauna, steam bath, beach towels, library.
- Day time activities: games, treasure hunts, quizzes, tournaments, dance classes, arts and crafts, cooking demo, etc.
- Live music, theatre shows and performances, themed parties every evening
- Insurance

Exclusions

- Shore Excursions: Optional Tours available on board.
- WIFI Connectivity
- Bottled water (You may bring your own Aqua Flask that could be refilled from water dispensers inside the ship.)

B. Land Arrangements only

2 Nights in Malaysia, before and after the cruise with tour.

- Package – Php14,238.00
 - 3-Star Hotel Accommodation
 - 2 days breakfast at hotels
 - Transfers KLIA/KL/Port Klang+ Batu Cave Tour on a Private Coach with tour guides.
 - Transfers Port Klang/KL/KLIA+ City Tour+ Shopping on a Private Coach with Tour Guides.
 - Use of Hotel Function Room and Lunch during the 1st day.



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- Welcome Buffet Dinner at Hotel on the 1st Night.
- Tourism Tax RM10/pax/night
- Tips to Guide

C. Airfare only via Air Asia*

Round Trip Ticket

Rate – Php15,853.00 (round-trip)

Inclusions: Airfare, 7 kilos check-in luggage

Exclusions: Travel tax (Php1620) and check-in baggage

**Rate is based on the current Air Asia rate for the COHREP Group block. first-come, first-served basis. To enjoy this rate, please follow schedule of payments.*

D. Cruise + Land + Air

To avail of the complete Package, simply add the Cruise Fare of choice +Land Arrangements+ Airfare. This is the recommended option for all participants.

Sample Computation for a per person rate in **a Twin Ocean view** availing of a complete package:

Twin Ocean View Cabin: Php32,678

Land Arrangements : Php14,238

Airfare : Php15,853

Total : **Php62,769**

E. Schedule of Payments

The Sample payment is schedule is for the per person rate in a Twin Ocean view availing of the Option D: Cruise+Land+Air. This payment will be used to secure your airline ticket using the above quoted rates. This serves as a deposit to secure the slot for the Cruise Convention.

Payment Dates	Amount Due	Remarks
October 15, 2023	Php15, 000	Partial Payment
October 30, 2023	Php5,000	Partial Payment
November 15, 2023	Php10, 000	Partial Payment
November 30, 2023	Php15,000	Partial Payment
December 15, 2023	Php17,769	Balance

Computation may vary depending on the Cabin type and the number of people a participant(s) wishes to share the cabin with. Participants may opt to pay in full during the 1st schedule. The partial payments may vary depending on the amount the participant wishes to pay per schedule. All participants must be paid in full by December 15, 2023.

F. Shorex options

Shore Excursion Rates will be available at the Shorex Desk of Costa. It usually ranges from \$80 to \$150 depending on the type of activity. Participants may register for this and pay at the designated desk. Availing of Shore Excursions from Costa ensures that participants are safe and if at any event that their excursions are late, the ship will surely wait for their return. Participants who will explore on their own and will avail of excursions other than the ones offered by Costa are



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not insured. At any event of the delay of this DIY excursions, participants may be left ashore and must travel and meet the ship to the next port at the participant's own expense.

G. Program

The 2024 Cruise Convention is a highly-immersive, information-laden and culturally enriching. Learning through experience, building friendships while relaxing and enjoying what the cruise has to offer is a well-rounded way to describe this gathering of educators and student leaders. Below is the tentative Program flow of the various Learning and Convention Activities for the duration of the Cruise.

Opening Ceremonies Program (Tentative) 3-star Kuala Lumpur Hotel January 21, 2023		
1000-1100	Arrival at the Hotel Registration	Mr. Rodolfo Cabardo COHREP Secretariat Dr. Francia Yvette Magpantay COHREP Treasurer
1200-1300	Lunch	
1300-1310	Invocation National Anthem	COHREP Board
1310-1320	Opening Remarks	Dr. Lee Majors M. Fajilan COHREP PRO 2024 Convention Chair
1320-1330	Welcome Remarks	Dr. Mark Irvin C. Celis COHREP President
1330-1340	General Tour Orientation	Ms. Maricel Jalandoni Harimanok CEO
1340-1420	Keynote Speaker Malaysia Tourism "Malaysia Truly Asia"	TBA
1420-1600	Research Presentations* (May be assigned breakout rooms depending on the number of accepted papers)	Dr. Shirley V. Guevarra COHREP, Research Chairperson Dr. Ephraimuel Jose L. Abellana , COHREP Board of Director Dr. Jocelyn Y. Camalig , COHREP, Asst. Treasurer Dr. Ramon F. Sun , COHREP Board of Director
1600-1610	Closing Remarks	Ms. Raquel S. Felomino , COHREP Board of Director
1630	Check-in	
1800	Welcome Dinner (Fellowship)	Dr. Abram Emmanuel Peralta , COHREP Board of Director
Dr. Rennie T. Perez Master of Ceremonies		



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Walk-Through Tours, Short Talks and Cruise Familiarization

Part I. January 23, 2024. Upon arrival from Shore Excursions

Part II. January 24, 2023. Upon Return from Shore Excursions

“Water and Sustainable Ship Operations

(Waste Management, Engineering and Environmental Protection)”

There will be walking-tours and talks after every Port of Call Shore Excursions which includes short seminars – on the Back of the House: Housekeeping, Food and Beverage. The Kitchen Walk Through (subject for approval). Certificates will be given to the actual attendees to these activities. Attendees to these activities will be given enough time to freshen up in their cabins and return to the designated venues to be announced.

Board of Directors in-charge

Dr. Mitchell A. Borja

Ms. Kathrine Camille Nagal

Dr. Cecilia C. Uncad

Closing Ceremonies (Tentative)

Aboard Costa Serene

January 25, 2023

0900-0910	Invocation National Anthem	Courtesy of Costa
9:10-9:15	Opening Remarks	Dr. Lee Majors M. Fajilan COHREP PRO 2024 Convention Chair
9:15-9:20	Welcome Remarks	Officer from the Ship
9:20-9:40	Way Forward: Synthesis of the Past Few Days and Expectations to the Next.	Prof. Rudie I Cabardo , COHREP Secretariat
9:40-10:10	1 st Speaker Cruise Hotel Operations	Cruise Hotel Manager Costa Serena
10:10-10:40	2 nd Speaker Cruise Tourism and the Life Under Water	Shore Excursions Manager Costa Serena
11:10-11:40	Awarding Ceremonies Best Paper Best Presenter	Dr. Shirley Guevarra Dr. Prime Abellana Dr. Ramon Sun Dr. Jocelyn Camalig
12:40-12:50	Closing Remarks	Dr. Mark Irvin Celis COHREP President
13:00	End of Convention Proper, reminders	Ms. Maricel Jalandoni
13:00-14:00	Preparation for disembarkation	Representative from COSTA

Prof. Katherine Camille Nagal
Master of Ceremonies

VII. The Ports of Call



A. Port Klang

At Port Klang you cannot miss the colorful central market. It is the starting point of our Malaysian trip to Kuala Lumpur, the largest city and a bustling commercial center with towering skyscrapers, including the Petronas twin towers. The beautiful Batu Caves, a Hindu religious site inside natural caves, are not too far from the hustle and bustle of this metropolis. The Langkawi archipelago, between mangrove forests in the beautiful waters of the Andaman

Sea, belongs to the State of Kedah and offers fantastic beaches. And two in particular: Black Sand Beach and the very long Pelangi Beach. The city of Malacca is a good place to understand Malaysian culture in art, cuisine and architecture.

B. Penang, Malaysia



Take advantage of this stop at the port of Penang to discover the enchanting exoticism of one of the most beautiful islands of Malaysia. You can admire the fascinating nature reserves and appreciate the diversity of the flora and fauna of the island, so you can visit the majestic Kek Lok Si Buddhist temple, explore the historical wonders of the city of George Town and discover the tasty local cuisine. Not to be missed are Penang Botanic Gardens, Kek Lok Si Temple and George Town.

C. Phuket, Thailand



Phuket, which is somewhat smaller than the size of Singapore, is Thailand's largest island. The island is connected to mainland Thailand by two bridges. It is situated off the west coast of Thailand in the Andaman Sea. Phuket formerly derived its wealth from tin and rubber and enjoys a rich and colorful history. The island was on one of the major trading routes between India and China and was frequently mentioned in foreign ship logs of Portuguese, French, Dutch and English traders. The region now derives much of its income from tourism.

VIII. Call for Papers

**COHREP on Cruise: 2024 ANNUAL NATIONAL CONFERENCE, COSTA SERENA
 (February 29 to March 5, 2024)**

First Announcement and Call for Papers

DEADLINE FOR SUBMISSION

Deadline for Abstracts or Full Papers Submission: 31 December 2024
Final Version Submission: 15 January 2024

The Council of Hotel and Restaurant Educators of the Philippines invites you to its Annual National Conference on board the Costa Serena Cruise ship from 29 February to 5 March 2024.

Be part of the Philippine's first tourism and hospitality conference at sea! Welcome aboard!

CALL FOR PAPER

This conference is open to academics, administrators, trainers, researchers, industry practitioners, policy makers, graduate and undergraduate students and other stakeholders in the field of tourism and hospitality. We accept expanded research abstracts (2,000 to 3,000 words) on the following topics in tourism and hospitality:

<ul style="list-style-type: none"> • Case Studies on Tourism and Hospitality Development, Marketing and Management • Consumer Behavior in Hospitality / Tourism • Contemporary Issues in Tourism and Hospitality Industry, Education and Research • Crisis Management in Hospitality and Tourism • Culinary Arts and Gastronomy • Data Analytics • Destination Marketing • E-commerce, OTAs and Travel Agency Management • Ethics, Leadership, and Corporate Social Responsibility in Tourism and Hospitality Industry • Future of Hospitality and Tourism Education • Hospitality Management and Marketing 	<ul style="list-style-type: none"> • Human Resource Management and Organizational Behavior in the Tourism and Hospitality Industry • Innovation and Entrepreneurship • AI, Robotics and Other Emergent New Technology in Tourism and Hospitality • Food and Culture • Rural Tourism and Green Tourism • Service Design • Smart Tourism and Innovations • Social Media and Sharing Economy • Tourism Development and Sustainability • Tourism Economics • Tourism Planning and Policy • Other Topics Related to Tourism and Hospitality
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General Paper Submission Guide

1. All submissions and papers must be written in English.
2. Contributions from either Individual author or multiple authors are welcome.
3. Submissions must be original and should not have been previously published or currently under review for publication elsewhere.
4. The author's name and affiliation should be shown only on the cover page of the manuscript. They should not be indicated anywhere in the paper.
5. Once the submission is accepted, at least one of the authors must register and present at the conference.
6. All accepted papers will be presented for oral/ stand-up presentation.
7. All contributions should follow the format and style prescribed by the Publication Manual of the American Psychological Association (APA, 7th edition).
8. Authors will retain full copyright to their work and the conference organizers are making no claim on the copyright.

For inquiries on the conference, please contact:
Prof. Shirley V. Guevarra, PhD
Paper Review Chairperson
Email: svguevarra@up.edu.ph

For the abstract/full paper template, please visit the cohrep.org

IX. Travel Agency

Harimanok Tours and Events is the official tour operator for the 2024 COHREP Cruise Convention. It is an award-winning Travel and Tours agency that has been successfully sending travelers and tourists in many places around the world. They have an extensive line of partners in the industry which includes hotels, cruise liners, restaurants, resorts here and abroad. They also have an extensive network of partner tour operators in the country and Southeast Asia. They are partners with various schools and universities and have been sending faculty and students on well-reviewed excursions and tours.

Contact Person:
Ms. Maricel Jalandoni
General Manager, Harimanok Tours and Events

Contact Number: 0905 5988339
Email Address: harimanoktoursevents@gmail.com
Website: harimanok.wix.com/harimanoktoursevents



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The Department of Tourism Philippines logo, featuring a stylized bird with a crown and a globe, surrounded by the text 'DEPARTMENT OF TOURISM PHILIPPINES'.