

1. **Bachelor of Science in International Hospitality Management with Specialization in Cruise and Integrated Resort Operations (BSIHM-CIRO)**

This program is a ladderized curriculum that provides students with academic foundation in the field of Cruise and Integrated Resort Operations. It equips students with skills and competencies that are essential to execute operational tasks and management functions in integrated resorts, cruise ships, casinos and other segments of hospitality industry. Students receive a **Certificate in Food and Beverage Services** upon one year completion, a **Diploma in Integrated Resort Operations** in the second year, an **Associate in Cruise and Integrated Resort Management** in the third year and a Degree in **Bachelor of Science in International Hospitality Management with specialization in Cruise and Integrated Resort Operations** upon completion of the program.

CHED Memorandum Order No. 62 Series of 2017 for Bachelor of Science in Tourism Management (BSTM) and Bachelor of Science in Hospitality Management (BSHM).

2. **Rationale**

The dynamism that has so characterized the hospitality industry has often kept academic institution on their toes in observing, analysing and predicting what particular sector will surge ahead. They are obliged to keep abreast of the existing trends and design programs that will eventually provide graduates for them.

The Bachelor of Science in International Hospitality Management with Specialization in Cruise and Integrated Resort Operations was conceived to address the emerging trend in both the cruise line industry and integrated resort operations.

The cruise line industry alone has been growing at a rate of 20.5% the past five years according to the Cruise Line Association's 2018 State of the Cruise Line Industry Outlook and Cruise Travel Trends (Dec. 18, 2017) with an expected 27.2 million passengers expected to cruise in 2018, the figures simply keep on increasing. the International Edition of Yogonet Gaming (March 18,2018) on the other hand reported the increase in the number of hotels and establishments that have been rebuilding, renovating and rebranding in order to evolve into multifaceted entertainment destinations that would cater to as many segments of the population as possible.

3. **Program Outcomes:** A graduate of Bachelor of Science in International Hospitality Management with Specialization in Cruise and Integrated Resort

Operations should be able to:

1. Produce food products and services independently and collaboratively in cruise and integrated resort operations based on industry standards;
2. Apply management skills critically and creatively in food and beverage service and operations in cruise and integrated resort operations;
3. Perform and provide guest services in cruise and integrated resorts in accordance with the front office standards and property management systems;
4. Evaluate and implement safety, security and risk management programs in cruise and integrated resorts through systematic problems solving in compliance with the industry and government regulations and standards;
5. Practice good stewardship and accountability in performing various housekeeping services in compliance with international housekeeping and environmental protection standards; and
6. Demonstrate quality and productivity in providing food and beverage services based on industry standards.