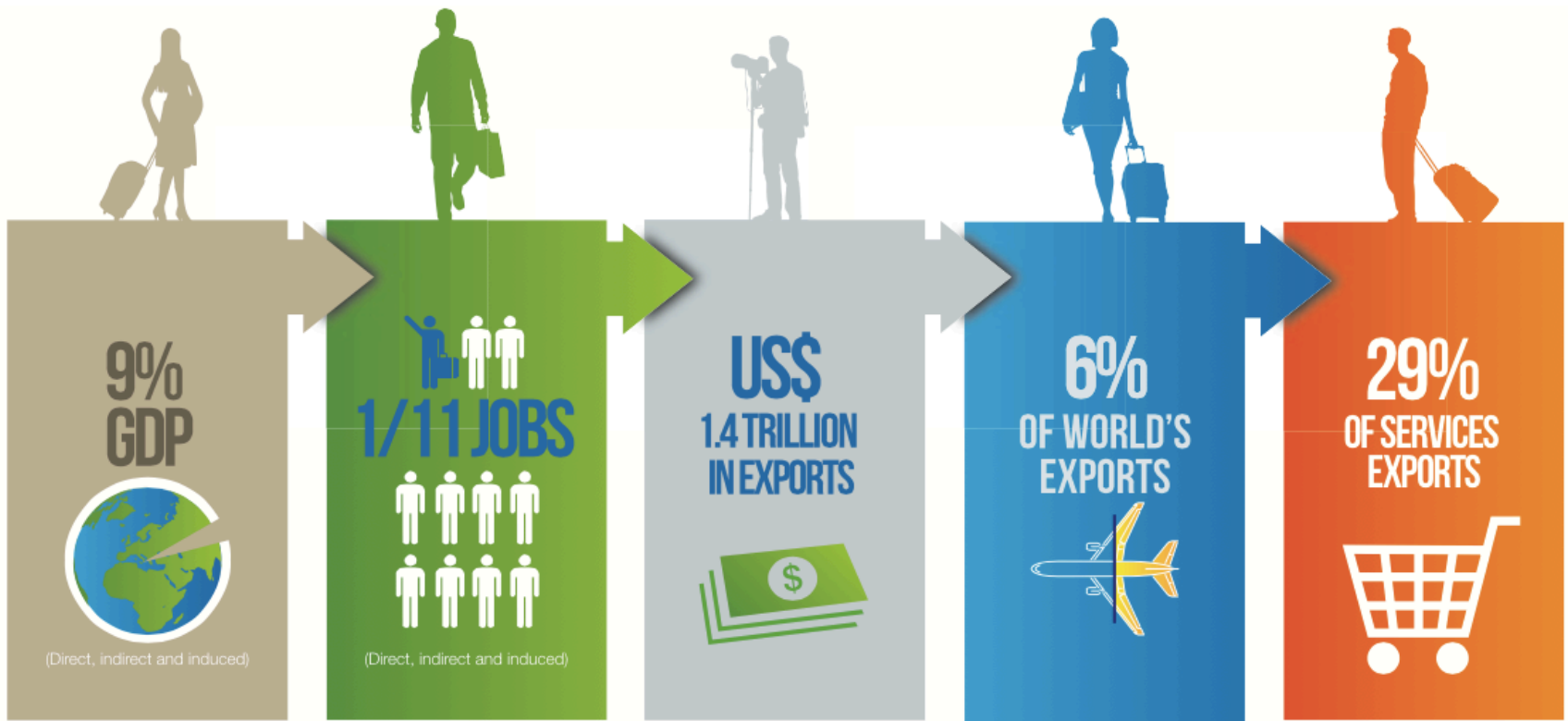




# BS Tourism

UP Asian Institute of Tourism





## WHY TOURISM MATTERS

## MANAGEMENT

Marketing, Finance  
and Accounting,  
Human Resources

## DEVELOPMENT

Planning, Ecotourism,  
Tourism and Culture,  
Special Topics

## INDUSTRY

Transportation,  
Accommodation,  
Travel Services,  
MICE

The  
BS Tourism  
Program

## RESEARCH

Research proposal  
writing,  
Undergraduate thesis

## GENERAL EDUC

Social Sciences, Arts  
and Humanities,  
Mathematics, Statistics



Maribojoc, Bohol



Coron, Palawan



# Out of Class Learning Activities

Daejeon, South Korea



Basco, Batanes







Hotels/Airlines



Philippine Airline  
YOUR HOME IN THE SKY



LGU/National Government



Entrepreneurship



Academe

