



Republic of the Philippines
Department of Education
REGION VII – CENTRAL VISAYAS
Schools Division of Bohol

**Office of the Schools Division
Superintendent**

November 20, 2024

DIVISION MEMORANDUM
No. 574 s. 2024

THE FILIPINO BRAND OF SERVICE EXCELLENCE SEMINAR WORKSHOP

TO: Assistant Schools Division Superintendents
Chiefs, CID/SGOD
Education Program Supervisors
Public Schools District Supervisors/Acting PSDSs
Public and Private Secondary School Heads
All Others Concerned

1. This office disseminates communication from **Keith M. Salas, Event Director, The Main Events of Bohol Island State University- Main Campus, Tagbilaran City**, contents of which are self-explanatory.
2. For details, refer to the attached communication.
3. For information and guidance.


CASIANA P. CABERTE PhD, CESO VI
Schools Division Superintendent 

SDS/CID/GPM



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BOHOL ISLAND STATE UNIVERSITY
Tagbilaran City, 6300, Bohol, Philippines
Office of the Student Affairs and Services
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November 7, 2024

DR. CASIANA P. CABERTE, CESO VI

Schools Division Superintendent

DEPED Bohol Division

Tagbilaran City, Bohol

Thru: DR. GRACE MENDEZ

Education Program Supervisor, TVL/TLE

Dear Dr. Caberte:

Warm greetings from The Main Events of Bohol Island State University-Main Campus!

We are pleased to invite SHS TVL-Tourism, Home Economics, and related strand teachers handling Cookery, Bread and Pastry Production, Bartending, Food and Beverage Services, Tourism Promotion Services, Travel Services, Tour Guiding, and Events Management Services from your Division to participate in our upcoming seminar, *"The Filipino Brand of Service Excellence Seminar Workshop,"* to be held on November 24, 2024, at the Metro Center Hotel and Convention Center.

This event, organized by *The Main Events* of Bohol Island State University-Main Campus in partnership with the Department of Tourism (DOT), offers an exceptional opportunity for SHS teachers to enhance their knowledge and skills in Filipino hospitality, now recognized globally as a standard of service excellence. This seminar is particularly vital for teachers preparing students for industry immersion and employment, as training in this area has become an essential requirement in the tourism sector to meet DepEd standards on employability and work readiness.

The Filipino Brand of Service promotes a service culture rooted in values such as hospitality, empathy, and pride, which define Filipino service excellence. This brand of service is essential for SHS TVL-TLE students as they prepare for real-world careers, especially in tourism and hospitality, where embodying Filipino values creates meaningful connections with clients and fosters customer loyalty. By instilling these values, we help students develop a professional identity that sets them apart in a globally competitive industry.

Aligned with ***RA 10533, Section 7, the Department of Education (DepEd) and the Commission on Higher Education (CHED), in collaboration with relevant industry and academic partners, are mandated to conduct teacher education and training programs to ensure quality education. Specifically, RA 10533 emphasizes In-Service Training on Content and Pedagogy for current DepEd teachers, who must be retrained to meet the content and performance standards of the K to 12 curriculum.*** This seminar aligns with this directive by equipping teachers with industry-aligned skills that they can incorporate into their lessons to better prepare students for employment.

This workshop also ***supports DepEd Order No. 30, s. 2017, which established Work Immersion as a graduation requirement for Senior High School students beginning with the 2017-2018 school year. This program aims to enhance students' employability by providing real-world experience in professional settings such as workshops, offices, and labs.*** To achieve these



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objectives, empowering SHS teachers to align their lessons with current industry standards is crucial, ensuring students acquire the competencies needed for successful immersion and employability.

There will be a facilitation fee of Php1,600 per participant, including AM & PM Snacks, Lunch Buffet, Seminar Kits, Souvenirs, and a Certificate of Completion. This is a live-out seminar; thus, accommodation is excluded from the facilitation fee. Pre-registration and payment are required to confirm attendance. Please complete the registration and payment before the event. Further details, frequently asked questions, and updates will be posted on *The Main Events* Facebook page for easy reference.

We look forward to welcoming your faculty, staff, and students to this enriching event that reinforces the unique spirit of the Filipino brand of service. Should you have any questions, please contact our organizing team at 09389419951 or themainevents128@gmail.com.

Thank you for your continued commitment to excellence in education and for joining us in elevating and promoting the Filipino brand of service.

Warm regards,

KEITH M. SALAS

Event Director, The Main Events

Noted by:

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