



Republic of the Philippines
Department of Education

REGION V
REGIONAL CENTER SITE, RAWIS, LEGAZPI CITY 4500



ADVISORY
August 5, 2019

The Provincial Tourism, Culture and Arts Office (PTCAO) and the Human Explore Travel and Tours shall conduct the 3rd Regional Food and Travel Expo (ReFTex) on October 25, 2019 (Saturday) at the Albay Astrodome, Old Albay, Legazpi City. The target participants are the Senior High School teachers and students of both public and private secondary schools, especially those under the TVL track specializing in Food and Beverage Services, Cookery and Bread Pastry, Local Guiding Services and Tourism Promotion Services.

The theme of the expo is "Act Local, Think Global, Go Beyond the Usual". It shall include insights from industry leaders and discussion of the latest trends in hospitality and tourism. The 2019 program of activities is enclosed in this Advisory for reference.

All Schools Division Offices are encouraged to support the activity on a voluntary basis. Participation of students should not be a requirement or output in the specialized subjects.

More information maybe inquired from Ms. Emilyn M. Salgado, ReFTex 2019 Events Organizer at mobile number 0906-3963729 or at email address: emisalgado@gmail.com.

For information and dissemination.

GILBERT T. SADSAD
Regional Director

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Republic of the Philippines
Department of Education
Region V

SCHOOLS DIVISION OF SORSOGON
Capitol Compound, Sorsogon City



Sept. 20, 2019

TO: All Concerned

For your information and guidance.

LOIDA N. NIDEA, Ed. D., CESO V
Schools Division Superintendent

ReFTEx 2019

October 25, 2019
Albay Astrodome, Legazpi City

"Act Local, Think Global, Go beyond the Usual"

PROGRAMME

7:00-8:00AM	Registration
8:00AM	Opening Program Opening Salvo Opening Remarks Miss Dorothy Colle Tourism Officer Provincial Tourism, Culture and Arts Office Province of Albay Dir. Benjamin Santiago Regional Director, DOT V AVP Reftex 2018 Welcome Message: Hon. Al Francis Bichara Governor Province of Albay
8:45 AM	Congress Proper <i>Tour Guiding Techniques</i> Roger Lucero Celebrity Tour Guide, Region VI
	Games / Ice Breaker
9:30 AM	Plenary Session 1: <i>"Go Local: Public and Private Initiatives for Sustainable Tourism Development"</i> Dir. Benjamin Santiago Regional Director, Department of Tourism ROV <i>Exciting Bicol: an effective product branding</i> Mr. Danilo Molina Program Development Manager, Astoria Culinary Institute <i>A Strategic Competitive Advantage in Hotel and Culinary Industry</i> Dr. Joyce Rayel Head Division, Tourism and Hospitality, UPNG <i>Tourism Research in Developing Country: PNG Experience</i>
10:45 AM	Tour Guiding Competition Cake Decorating Contest
11:45 AM	Games / Ice Breaker
12:00 Noon	Lunch
1:00PM	Plenary Session 2 <i>"Food Entrepreneurship: A Strategic Approach in Local Sustainable Tourism Development"</i> Dir. Joy Blanco Director, Department of Trade and Industry <i>Capacitating the Local Tourism Enterprises</i> Chef Jam Melchor Department of Agriculture

	<p><i>Promoting Sustainable Agri-Tourism</i></p> <p>Annie Roa Llaguno Bicol's Best <i>Innovating Bicol Cuisine</i></p> <p>Norman Jacinto San Jacinto Sardines <i>Venturing on Local Entrepreneurship: A Success</i></p> <p>Renan Yulo Rounds and Square <i>Cakes and Pastries: An Attractive Business for Millennials</i></p>
2:00PM	<p>Reftex Quiz Bee</p> <p>Games/ Ice Breaker</p>
3:00PM	<p style="text-align: center;">Cooking Demo Miss Judy Ann Santos Celebrity Chef</p> <p>Cooking Contest Food Photography</p>
4:45PM	Reftex Red Carpet
6:00PM	Closing / Awarding Ceremony