

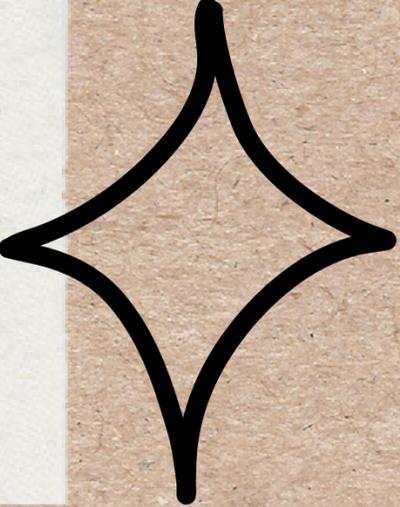


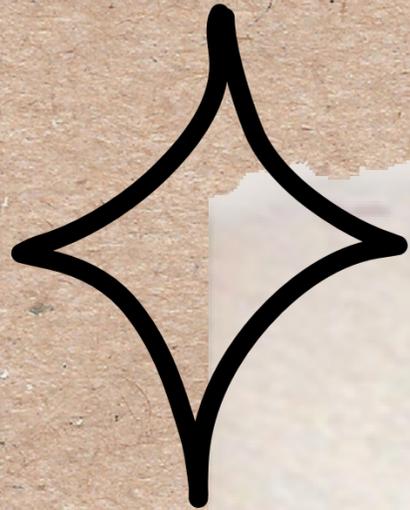
WELCOME



University of Batangas

Youth Tourism Champions



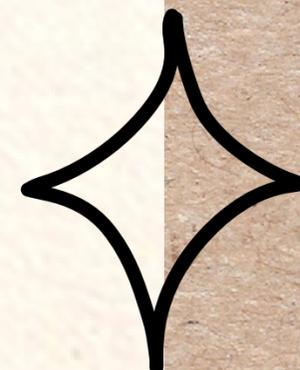
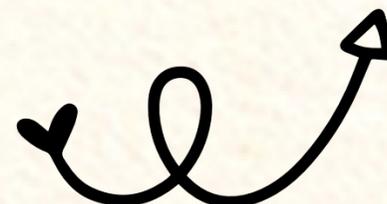


About me

*IBS Tourism, University of the
Philippines, Diliman*

*CEO and Founder, Corporate Wellness
Consultant, Effectual Wellness Coach,
Innovator, Leadership Trainer, Author,
Artist, Creator of Transformational
Experience, Advocate of Agri-Eco and
Nature Wellness Tourism*

Joana Alberto





MY JOURNEY



PAL
1889-2007



EY
2007-2016



22 HWC
2016-Present



IGNITE
2018-2022



JBS
2020-Present



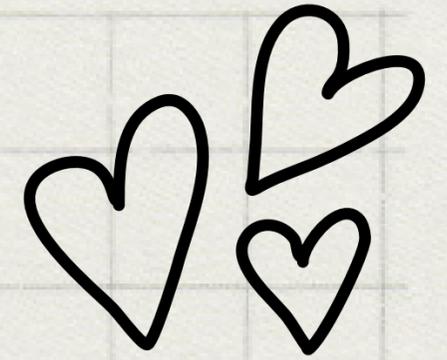
HT XP
2022



stuffed toys, arts & crafts, cross-stitch, housewares, flowers, clothes, shoes, painted bags

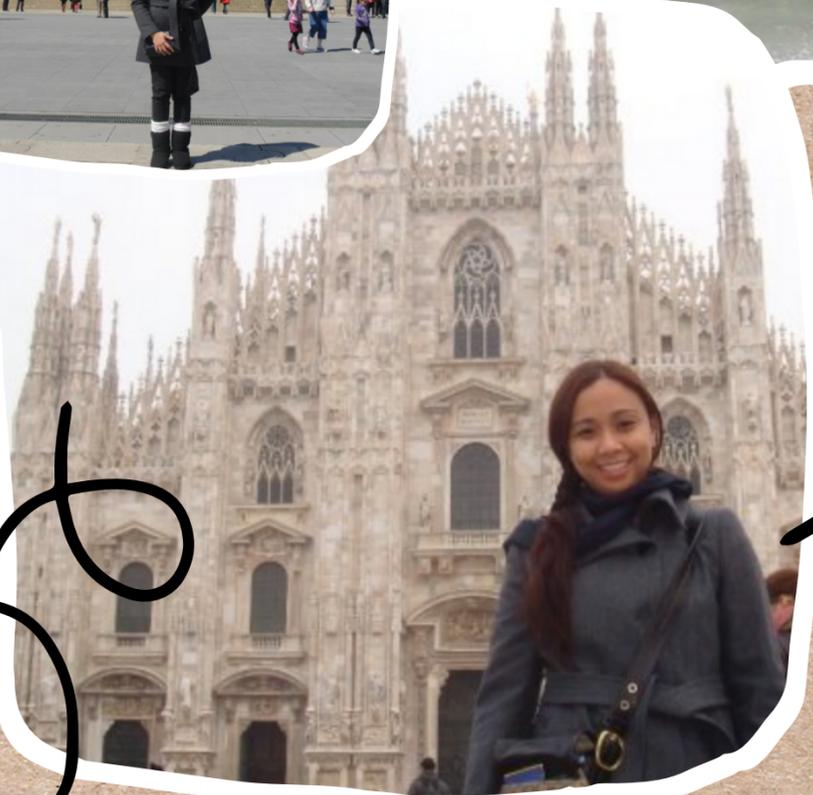
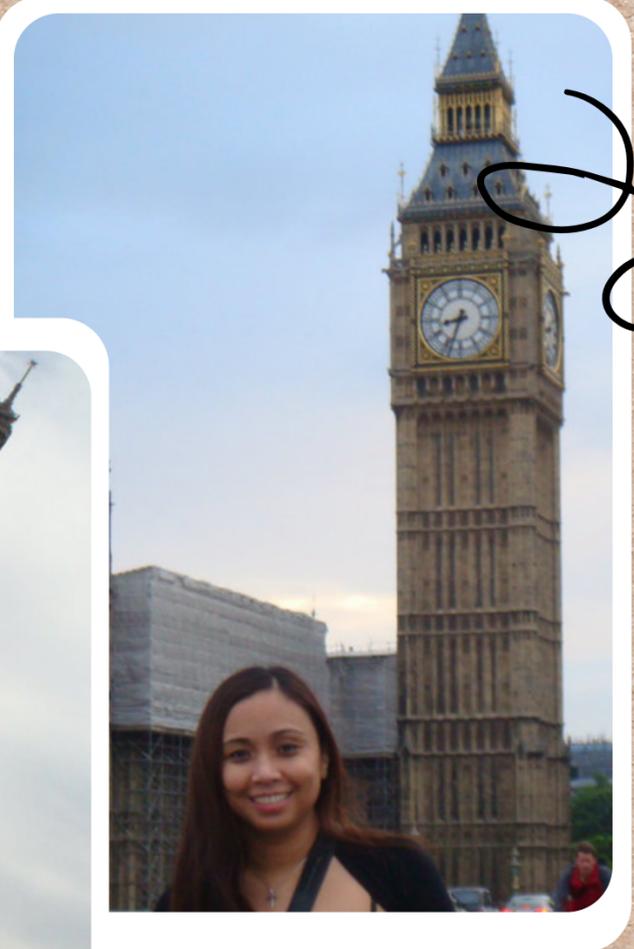


WHAT'S YOUR DREAM DESTINATION?



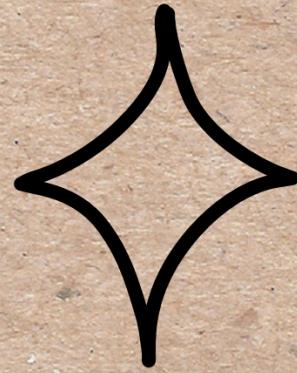
Where am I?



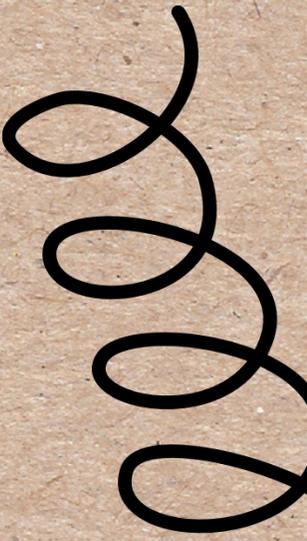


MY TRAVELS

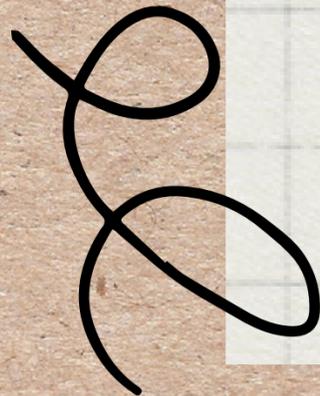




TRANSFORMATIONAL XP



Healing
All that binds and ties me from unbecoming me have been released. The painful process of accepting, letting go and finally healing took place. A new me was born, in better words, the true me has emerged - no more baggages, anxiety, fear, pent up emotions, depression, anger, hurt.



JUNE 2019



Humans

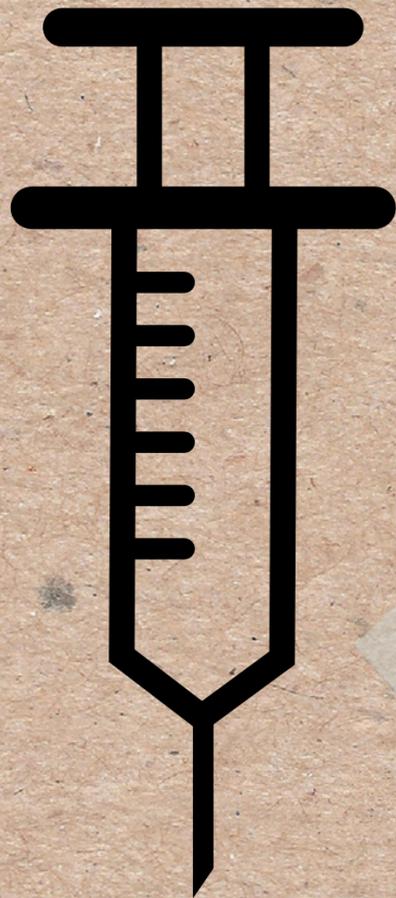


Who can relate?

The Philippines' Department of Health (DOH), citing data from the WHO Special Initiative for Mental Health, said at least 3.6 million Filipinos suffer from one kind of mental, neurological, and substance abuse disorder in the early part of 2020.

Data presented by the National Mental Health Program (NMHP) showed at least 1,145,871 individuals in the country have depressive disorder, 520,614 with bipolar disorder, and 213,422 said they have schizophrenia.

disruption



D-VUCAD
WORLD

diversity

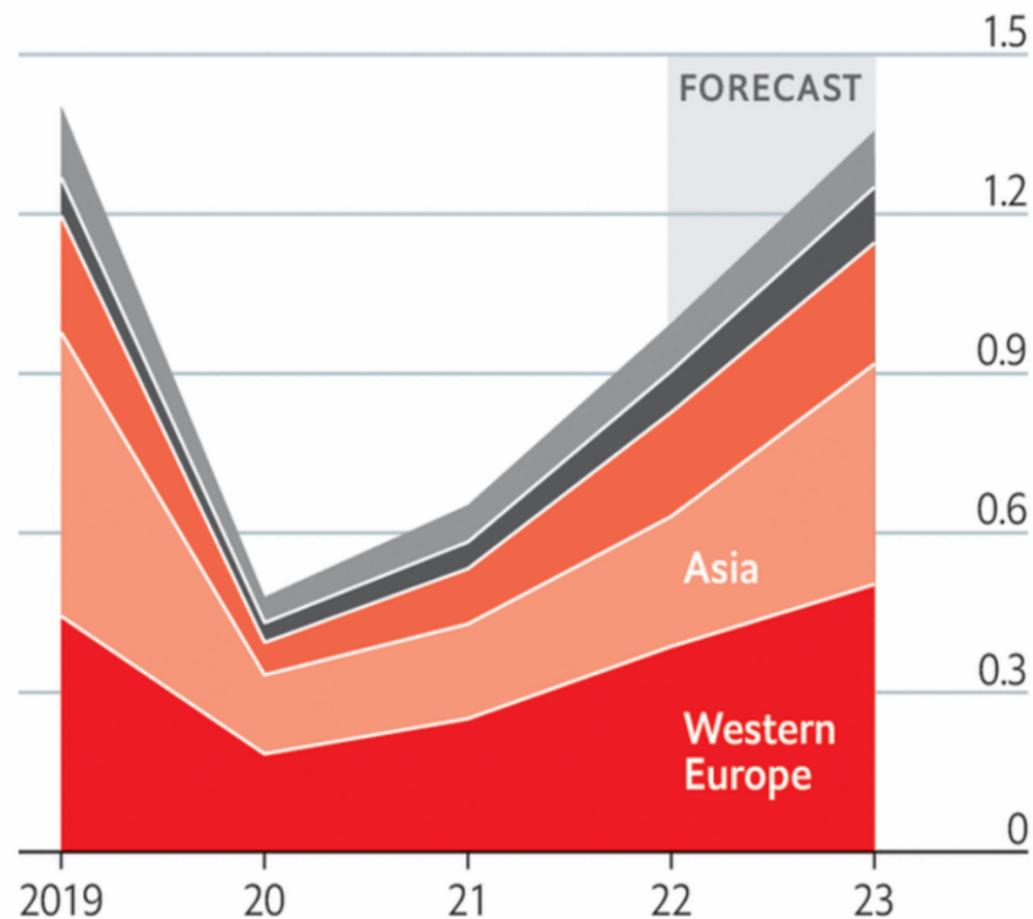


THE BIG CHANGE!

Back with a vengeance

Spending by international tourists, \$trn

■ North America ■ Middle East and Africa ■ Other



Sources: World Tourism Organisation; EIU

The Economist

Economists call it “pent-up demand”. But people who were stuck at home during the pandemic have another name for the rebound in travel that will continue in 2023: “revenge” tourism, as travelers show the virus who’s boss.

International tourism arrivals, up 60% in 2022, will rise by a further 30% in 2023, to 1.6bn, still short of 2019’s figure of 1.8bn. But tourist receipts in 2023 will almost equal the 2019 total of \$1.4trn, if only because inflation has pushed up prices.



EXPERIENTIAL



**TRANSFORMATIONAL
TOURISM
EXPERIENCES**



Table 1. Previous Studies on Transformational Tourism

Type of Tourism/ Experiences	Authors
Backpacking Tourism	Noy, 2004a, 2004b; O'Reilly, 2006; Mathews, 2014; Brown, 2009; Lean, 2009; Kanning, 2013
Creative Tourism	Kilroy, Garner, Parkinson, Kagan & Senior, 2007; Ross, 2010; Horrocks, 2015
Cross-cultural Tourism/ Culture Shock	Hottola, 2004; Lyon, 2002
Cultural Tourism	Savener, 2013
Ecotourism/ Nature-based Tourism	Charters, 1996; Ross & Wall, 1999; Beaumont, 2001; Lean, 2009; Nowaczek, 2013; Wolf, Ainsworth & Crowley, 2017
Educational Tourism/ Study Abroad	Stephenson, 1999; Creamer, 2004; Fordham, 2005; Brown, 2009; Lean, 2009; Ross, 2010; Cavender, Swanson & Wright, 2020
Extreme Tourism	Bane, 1996; Brymer, 2005, 2009, 2013; Brymer, Downey, Gray, 2009; Brymer & Oades, 2009; Willig, 2008; Allman, Mittlestaedt, Martin & Goldenberg, 2009; Ross, 2010
Farm Tourism	Reisinger, 2013a
Long Independent Travel	Ateljevic & Doorne, 2000; Smith, 2019
Long-distance Walking	Saunders, Laing & Weiler, 2014;
Religious Tourism	Ross, 2010, 2014; Heintzman, 2013; Lee & Gretzel, 2013; Smith, 2013
Spiritual/ Retreat Tourism	Lea, 2008; Norman, 2011; Heintzman, 2013; Ross, 2014; Mossière, 2016; Ross, Hur & Hoffman, 2019
Survival/ Escapist/ Travel (long-haul travellers)	Radel & Hillman, 2013
Volunteer Tourism	Broad, 2003; Mathews, 2008; Lean, 2009; Crossley, 2012; Erdely, 2013; Grabowski, 2013; Lyons & Wearing, 2008; Kirillova, Letho & Cai, 2015
Wellness Tourism	Kottler, 1997, 1998, 2002, 2003, 2014; Kottler and Montgomery, 2000; Smith, 2013
Wine Tourism	Sigala, 2020
WWOOF-ing	Deville & Wearing, 2013
Yoga Tourism	Ali-Knight, 2009; Ponder & Holladay, 2013; Beaman & Sikka, 2016; Neitz, 2016; Smith & Sziva, 2016; Dillette, Douglas & Andrzejewski, 2018



Wellness tourism is a type of tourism that focuses on promoting health and well-being through various activities and experiences.

WELLNESS TOURISM



Holistic Medicine



Nature Immersion



Yoga & Fitness
Retreats



Wellness Facility



Spa



Hiking, Meditation,
Healthy Eating



Eco-tourism is a form of tourism that involves visiting natural areas and engaging in activities that are environmentally friendly and sustainable.

ECO TOURISM



Hiking & Camping



Nature Reserves



Indigenous
Communities



Wildlife
Watching



Eco-friendly
Activities



Conservation
Projects



Agri-tourism, also known as agricultural tourism or farm tourism, is a type of tourism that involves visiting working farms or other agricultural settings.

AGRI TOURISM



Farm Activities



Ranch Visits



Vineyard &
Winery



Farmers
Market



Tractor ride or
Hayride



Farm-to-Table
Dining

LEARN-BY-DOING

Transformational Experiences for college students

Rewards

Transformational tourism experiences can be very rewarding for college students, as they can provide opportunities for personal development, self-discovery, and cultural enrichment.

Growth

These experiences can also help students to develop new skills, broaden their perspectives, and gain a deeper understanding the world around them.

Examples

Some examples might include volunteering locally or abroad, participating in a student exchange program, or taking part in an adventure or outdoor educational trip in nature.

Transformational Travel and Tourism XP

Un TEAM BUILDING

CHALLENGE





THE CHALLENGE

Create a short-form video for Reel, Tiktok, YouTube, or Stories that feature Transformational Agri-Eco and Nature Wellness Tourism that you yourself experience here at The Farm.



1

CREATE YOUR TEAM!

- GROUP OF 7-8 MEMBERS
- BRAND YOUR TEAM! Think of a unique name.
- ASSIGN ROLES! Everyone can have multiple roles.



Producer

Director

Script writer

Cinematographer

Production Designer

Art Director

Costume Designer

Editor

- You are all ACTORS! Take turns as you Learn-by-Doing

2

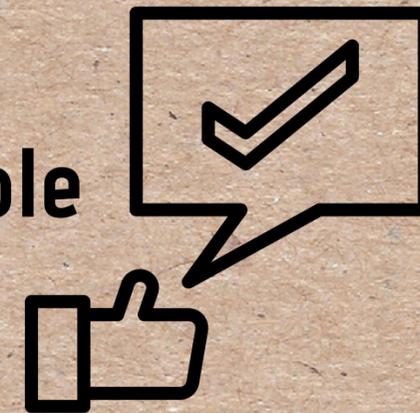
PLAN YOUR TRANSFORMATIONAL XP

There are tons of activities to choose from.

Remember...

"Failing to plan is planning to fail!"

PRO TIP: Know the Pareto Principle





EASY

Be Smart!

Film all your experiences!

- Boodle Fight*
- Snacks*
- Farm-to-table*

Be eco-friendly and pick-up any trash you see anywhere!

Hunt. Challenge!

Look for animals. They're everywhere - from pets to farm animals. Even deers!

We have more than a hundred varieties of plants and trees. We even have a couple of endangered ones. Search for the Miracle Fruit!

Walk in nature!

Meditate, breathe, strike a yoga pose, heal in its energy.

Enjoy Filipino games!

Luksong tinik, luksong baka, taguan, piko, patintero, sungka, pool-poolan, wooden tic-tac-toe. I'm sure you can think of more!



Challenging!

Demo starts @ 2pm

Venue: Campsite

- Farming includes learning how to prepare the plots and planting

*- Mulberry fruit picking
(A cup per team)*

Guided

Venue: Playground

*- Walis ting-ting making
- Cocconut leaves weaving*

Venue: Campers Hall

- Nilupak making

Venue: Under parachute

- Tinikling

Guided

Extra Challenge!

- Agawang Buko Challenge

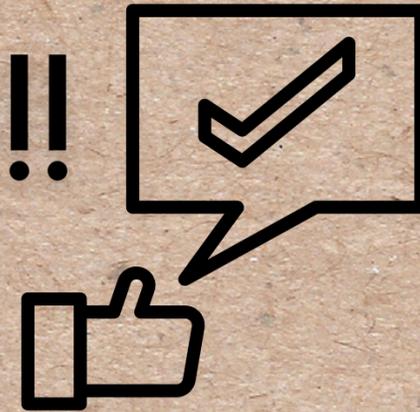
- Mud Tug - of - War

- Sack Race

- Palosebo Challenge

*- Lubkab Challenge**

PRO TIP!!!



"Maximize your resources!"

TIME: Use them wisely according to your plan.

HUMAN RESOURCES: Know the strengths of your teammates.

HARDWARE: Use the best gadget that your team has.

3

LAUNCH YOUR FILM!

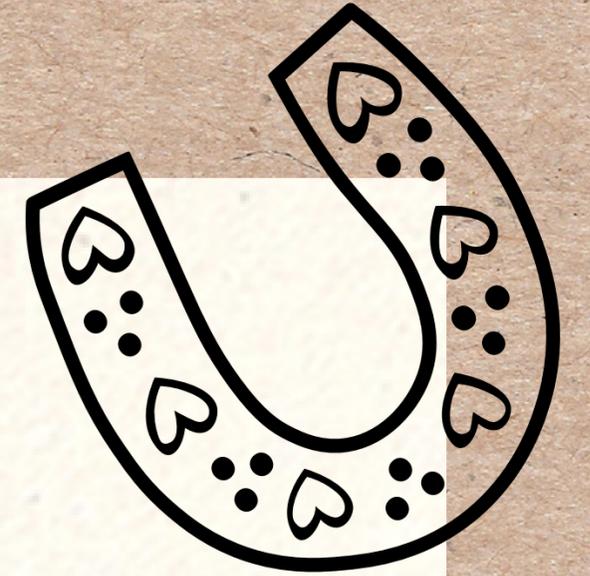
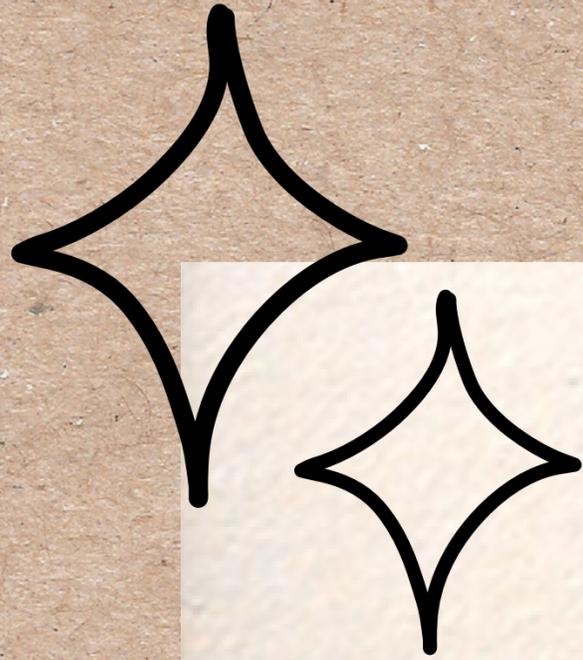
Allocate time to create and edit your video.

Be at the Campers Hall at 3:45 PM!!!

Post your CREATION in our Events page at exactly 4pm.



PRIZES AWAIT THE WINNING TEAM!



Best of Luck!





CONGRATULATIONS,

everyone!

