



THE  
**FILIPINO**  
— HOSPITALITY

CONSULTANCY • MARKETING • TRAINING



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HOSPITALITY

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# **COMPANY**

# **PROFILE**

PRESENTATION



# Table Of Contents

1

WELCOME MESSAGE

2

ABOUT THE COMPANY

3

MISSION, VISION & VALUES

4

APPROACH

5

SERVICES OFFERED

8

CLIENTELE

9

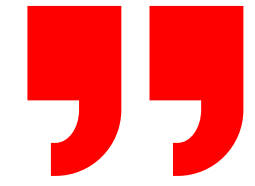
PROJECTS

15

PARTNER COSULTANTS



# Welcome Message



*The warmth of the Filipino hospitality is innate in us. It's what differentiates us from the rest. It is what makes us special. But we aspire to level up our service quality at par with international standards. We have to streamline our protocols and procedures; and enhance our processes.*

*Our guests deserve better; they deserve our best.*

*Let us work together in envisioning a hospitality and tourism industry filled with vigor, passion and hope as we move forward and beyond in achieving our goals and dreams for our country. Mabuhay!*

**MARTIN S. AULAR, CMC**

Founder and Chief Equipping Officer



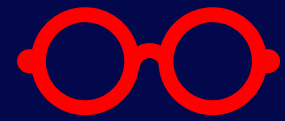
# About Our Company

## **WHO WE ARE**

*Founded from passion for the country and the industry, The Filipino Hospitality™ (registered as Filipino Hospitality Management and Consultancy) is a collaboration of ASEAN Master Trainers and Assessors based in the Philippines, who are duty bound to promulgate the ASEAN Common Competency Standards for Tourism Professionals; agreed upon from the mutual recognition arrangement and uplift stakeholders' competency with regard to knowledge, skills and attitude.*



# Vision, Mission & Value



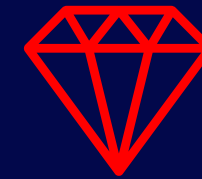
## VISION

*To be the top-of-mind tourism development and management, consultancy and training services company for MSMEs and government agencies and be the catalyst for positive change for both the industry and training institutions in the Philippines and in the ASEAN region.*



## MISSION

*To infuse our natural Filipino hospitality and socio-cultural values into international standards and provide management and consultancy services in Hospitality and Tourism Operations, Sales & Marketing and Training & Assessment for its stakeholders and partners.*



## VALUES

*Maka-Diyos  
Maka-Kalikasan  
Maka-Tao  
Maka-Bansa*

*Everything that we do, we do it for our love for God, nature, our country, and our fellow Filipinos.*



# OUR APPROACH

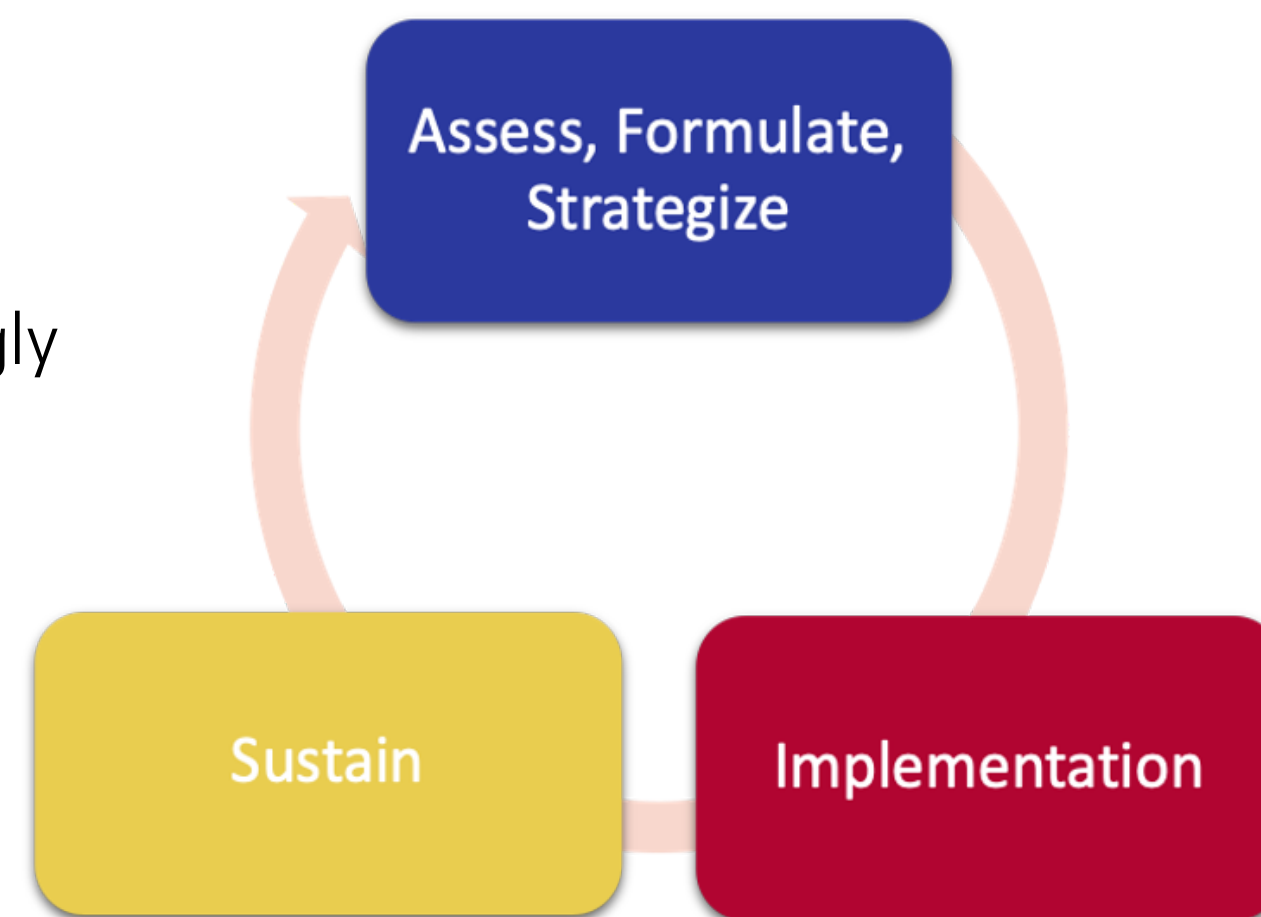
***The Filipino Hospitality provides an integral perspective to provide solutions for each aspect of the client's requirements.***

***These steps are:***

**Step 1: Assess, Formulate, Strategize** - a methodological approach to understand the situation from various perspectives and then plan accordingly

**Step 2: Implement** - we assist our clients on how to properly and efficiently implement agreed strategies and/or action plans

**Step 3: Sustain** - this allows us to see the holistic picture and enables us to provide innovative solutions that enhance our client's strengths while addressing improvement areas





# Our Services

***From international development agencies to a humble property in the provinces; our wide-array of services that evolve in these core elements are backed up with a solid track record and proven results tested through time.***

**01**

**CONSULTANCY**

**02**

**MARKETING**

**03**

**TRAINING**





# Specific Services



# Specific Services

## TRAINING & ASSESSMENT

- \*Trainings based on ASEAN Common Competency Standards
- \*Community Based Trainings
- \*Based on Learning Needs Analysis
- \*Hote/Property Pre-Opening Strategies Development

## ROOMS

- \*Operations Analysis
- \*Revenue Management
- \*Service Standards & Manuals
- \*Service Quality Audits
- \*Housekeeping

## FOOD & BEVERAGE

- \*Menu Re-engineering
- \*Cost Control and profit analysis
- \*Restaurant, Bar & Lounge Concepts
- \*Service Standards and Manuals
- \*Service Quality Audits

## SALES & MARKETING

- \*Potential Analysis
- \*Concept for positioning and re-positioning
- \*Marketing Initiatives
- \*Sales Support
- \*Website Development
- \*Social Media Managemnet
- \*Contract Negotiations

## HUMAN RESOURCES

- \*Assessment of Manpower Requirement
- \*Competency Based Training and Assessment (ASEAN)
- \*Other Trainings:
- \*Soft Skills & Leadership
- \*Customer Service
- \*Team Building

## TRAVEL & TOURS OPERATIONS

- \*Destination Management
- \*Tour Packaging and Promotions
- \*Sales and Marketing Assistance
- \*Department of Tourism Accreditation
- \*Global Distribution
- \*System and Ticketing



# OUR CLIENTELE



## INTERNATIONAL

*Regional Secretariat  
Development Agencies  
Research Institutes  
Funding Partners*



## GOVERNMENT

*Technical Education and Skills  
Development Authority (TESDA)  
Department of Tourism  
Department of Trade & Industry  
Provincial & City Tourism Offices*



## PRIVATE SECTORS

*Tourism Enterprises  
MSMEs  
Institutions  
Associations and  
Non-Government  
Organizations*



# Our Projects



## INTERNATIONAL

- **National Expert for the Philippines (ICON-INSTITUT GmbH)** for the Regional Cooperation for the Development of Technical and Vocational Education and Training (RECOTVET) program: *Mapping Reskilling Approaches with Special Relevance for Women in the ASEAN region* (August. 20, 2021 to Present)
- **International Consultant** for the Project of 'Enhancing the Competitiveness of ASEAN Human Resources through TVET Curriculum Supported by Involvement of Industries and Labor Market' (ASEAN & Korea Research International Vocational Education and Training, Nov. 30, 2021 to present)
- **ASEAN Mutual Recognitions Arrangement on Tourism Professionals (MRA-TP) Consultant** for Ten (10) ASEAN Member States via the ASEAN Secretariat (September 15, 2019 to December 31, 2021)
- **International Consultant for the Capacity Building of Vocational Education Development Institute (VEDI)** to achieve Tourism and Hospitality (T/H) Diploma Curriculum Review (Lao PDR c/o Luxembourg Development Cooperation and Switzerland Development Cooperation (Nov. 1 2017 to June 30, 2018)





# Our Projects



**GOVERNMENT**

The Filipino Hospitality (TFH) intricately customizes and develops training modules to meet, even exceed, learning objectives.

**TFH may conduct training, project and events via:**



**face-to-face**



**online**



**blended/hybrid**  
*(combination of face-to-face & virtual)*



- **Face-to-face** trainings conducted in various regions in the country for our tourism stakeholders:

- Filipino Brand of Service
- Service Excellence Training
- Tourism Awareness
- ASEAN Homestay Standards
- Front Office Services Training
- Innkeeping Training
- Housekeeping Training
- Personality Development
- Customer Management Training
- TOPCOP Training
- Integrating 21st Century Skills for the Evolving Tourism Business
- Developing and Supervising Operational Services
- ASEAN Common Competency Standards for Tourism Professionals





Our **online trainings** are tailored-fit webinars created to address specific challenges or concerns of our clients. TFH service coverage includes conceptualization, planning, invitation and execution.

Note: these are just amongst TFH's online trainings & clients.

**REGISTER NOW!**

## INFINITE ESCAPES REBOOT:

Reinforcing Competencies of Eastern Visayas Tourism Players  
**"ONLINE AWARENESS WORKSHOP ON TRAINING NEEDS ANALYSIS (TNA) AND COMMUNITY CAPACITY BUILDING FOR TOURISM OFFICERS"**  
Oct. 13 (Batch 1) & Oct. 14 (Batch 2), 2021 via Zoom

To be facilitated by  
**MR. MARTIN S. AGUILAR, CMC**  
Certified Management Consultant /  
ASEAN Master Assessor/  
Founder, The Filipino Hospitality

INFINITE ESCAPES  
IT'S MORE FUN IN THE PHILIPPINES  
The Filipino Hospitality  
Consultancy | Marketing | Training

## S.P.A.R.K L.E.A.R.N.I.N.G

SUSTAINABLE PRACTICES AND RESPONSIVE KNOWLEDGE  
LEVERAGING EDUCATION AND ATTAINING RECOVERY NOW FOR THE INTEREST OF THE NEXT GENERATION

**ONLINE SERIES**  
JAN 18 – 21, 2022

<b>21<sup>ST</sup> CENTURY SKILLS IN HOSPITALITY &amp; TOURISM</b> JAN 18 • 1PM - 5PM JAN 19 • 1PM - 5PM	<b>GOING GREEN '22 (GG22):</b> Pursuing Sustainable Hotel Operations for the Better Normal JAN 20 • 1PM - 5PM	<b>OLD, BUT GOLD:</b> Utilizing the Wealth of Experience & Wisdom of Tourism Institutions to drive the industry forward JAN 21 • 1PM - 5PM
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National Capital Region  
MY METRO MANILA  
TourismMNL | tourism.gov.ph | dotncr2@tourism.gov.ph





These are the **hybrid trainings** that TFH executed in collaboration with the Department of Tourism, Local Government Units, Non-Government Organizations and Private Sectors. These trainings are a product of learning needs analysis.



**Beneficiaries: Brgy. Tagalag Fishing Village fisher folks, fish pond owners & mom-preneurs**



**Beneficiaries: Kutseros of Intramuros Park**





# Our Projects



**PROPERTIES &  
PRIVATE SECTORS**



PRINCESA GARDEN ISLAND  
RESORT AND SPA



MOUNT PURRO  
NATURE RESERVE



DAKAK  
RESORT & PROPERTIES



VILLA ANGELINA  
LUXURY SUITES

Greenleaf Hotel  
GENSAN.

haya  
nature resort



THE LEGEND PALAWAN  
PUERTO PRINCESA



CORON  
SOLEIL GARDEN  
RESORT



AUSPHIN  
INTERNATIONAL INSTITUTE  
CULINARY ARTS AND BUSINESS MANAGEMENT  
AUSTRALIA





# Meet Our Team

***Our team is composed of highly - experienced and passionate individuals on ablaze to create positive impact in the hospitality and tourism industry.***



# Our Team

## Martin Aguilar

### **Founder & Chief Consultant**

- Over 15 years industry and academe experience
- ASEAN Master Assessor
- Masters in Tourism Development and Management – UP Asian Institute of Tourism
- Certified Management Consultant
- Certified Six Sigma Black Belt
- Certificate in Initiating and Planning Projects – University of California
- Certificate in Design Thinking for Innovation – University of Virginia Darden School of Business
- Technical expert in the development of TESDA Training Regulations and Competency Assessment Tools for Front Office Services NC II, III, IV & Diploma Level and specializes in Rooms Division and Sales & Marketing
- Expanded his horizon in the international scene being the:
  - Mutual Recognition Arrangement on Tourism Professionals (MRA-TP) Consultant for the ASEAN Secretariat
  - Regional Consultant for the Korea Research Institute Vocational Education and Training (KRIVET)
  - Concurrently serves as the National Expert for the Philippines for GIZ, a German development agency





# Our Team



## Rita Sarmiento

### ***Business Development and Marketing Consultant***

- Graduated *Cum Laude* with over 10 years experience in Sales and Marketing from various national and international brands such as: SMART, Cebu Pacific Air, Inc., SM Supermalls, St. Luke's Medical Center, Telstra - Australia and LVMH - Moet Hennessy-Louis Vuitton
- Specializes in Personality Development, Digital Marketing, Social Media Management, Branding, Advertising, Promotions & Events Management



## Dr. Gloria Baken-Siy

### ***Housekeeping Consultant***

- Over 20 years industry and academe experience.
- Specializes in Housekeeping and F&B Service
- ASEAN Master Trainer
- Technical expert in the development of TESDA Training Regulations for HK and F&B Services NC II, NC III, NC IV and Advance Diploma
- Founder, Association of Administrators in Hospitality Hotel and Restaurant Management Educational Institutions (AAHRMEI)



# Our Team



## **Chef Ellen Rivera**

### ***Culinary Consultant***

- More than 28 years of professional cooking and kitchen management experience.
- Specializes in Food Production. Licensed ServSafe Instructor and auditor,
- ASEAN Master Assessor
- Competency Assessor for Cookery NC II, NCIII, NCIV and Bread and Pasty Production NC II, NC III and NC IV



## **Susan Edilo**

### ***F&B Services Consultant***

- Over 30 years industry and academe experience.
- Specializes in Food and Beverage Services
- ASEAN Master Assessor
- Technical expert in the development of TESDA Training Regulations for F&B Services NC II, NC III, NC IV and Diploma and Barista NC II



# Our Team



## **Lax D. Mendoza**

### ***Culinary Consultant***

- Over 20 years industry and academe experience.
- Specializes in Travel Agency Operations and Services
- ASEAN Master Assessor
- Technical Expert in reviewing Training Regulations for Travel Services NC II and developing training regulations for TESDA NC III for Travel services.



## **Anabelle Moreno-Ochoa**

### ***HR Consultant, Trainer and ASEAN Master***

- Over 30 years industry experience
- ASEAN Master Trainer for Housekeeping
- Former Chairwoman of the Tourism Industry Board Foundation, Inc. (TIBFI)
- Lifetime member of the Association of Human Resources Managers in the Hospitality Industry (AHRM)



# Our Team



## Vic Alcuaz

### ***Hospitality Headhunter, Trainer and Consultant***

- Over 40 years industry experience
- Specializes in Human Resources Management and conducts world class training programs such as “Engaging Executives”, “Supervise Now”, “Team++” and “Excellent! It’s all about attitude!”
- Hospitality trainer of choice whose clients include the Shangri-La group, Hyatt, Marco Polo, Sofitel, Pan Pacific, El Nido Resorts and many more.
- Founder, Filipino Hoteliers Worldwide (Over 240,000 members from around the globe).

# LET'S COLLABORATE!



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@thefilipinohospitality





# THANK YOU!



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