



Republic of the Philippines
Department of Education
Region XI
SCHOOLS DIVISION OF DIGOS CITY

Office of the Schools Division Superintendent

July 15, 2026

DIVISION MEMORANDUM

SGOD-2026 - 750

To : Division Chiefs
Education Program Supervisors
Public School District Supervisors
Public School Heads
Public School Teachers
All Others Concerned

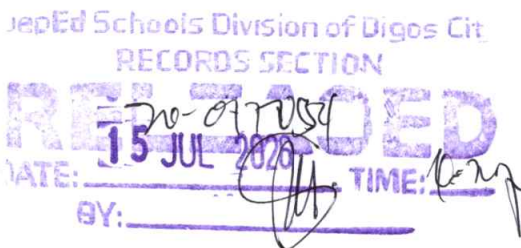
Subject: **INVITATION TO PARTICIPATE IN THE CERTIFIED GUEST SERVICE PROFESSIONAL (CGSP) TRAINING**

1. This is in reference to the 1st Indorsement dated July 7, 2026 signed by Maria Ines C. Asuncion, Director IV, re: Invitation to Participate in the Certified Guest Service Professional (CGSP) Training on July 15-17, 2026.
2. Participation in the activity should only be voluntary and prior arrangement of the concerned school heads and teachers shall be made in compliance with DepEd Order No. 9 s. 2005 re: "Instituting Measures to Increase Engaged Time-on Task and Ensuring Compliance Therewith" ensuring that no classes shall be disrupted and no DepEd funds shall be used.
3. Relevant details and information are provided in the enclosures.
4. Attendance/participation is on official time only.
5. For information and wide dissemination.

For and in the absence of the
Schools Division Superintendent

MARIA GENEVIEVE T. FRANCISQUETE, CESO VI
Assistant Schools Division Superintendent
Officer In-Charge

Enclosed: As stated.
SGOD/jsa



Address: Roxas Street cor. Lopez Jaena Street, Zone II, Digos City 8002
Telephone No: (082)553-8396 | (082)553-8376 | (082)553-9170
| (082)553-8375



Republic of the Philippines
Department of Education
DAVAO REGION



0726070554

1st Indorsement
July 07, 2026

Respectfully forwarded to the Schools Division Superintendents, the attached communication from the Davao Tourism Association (DATA), the contents of which are self-explanatory, for information dissemination.

MARIA INES C. ASUNCION
Director IV

Enclosed: As Stated.

ROH4/jlb

DEPARTMENT OF EDUCATION ROX
RECORDS SECTION

RELEASED

By: _____

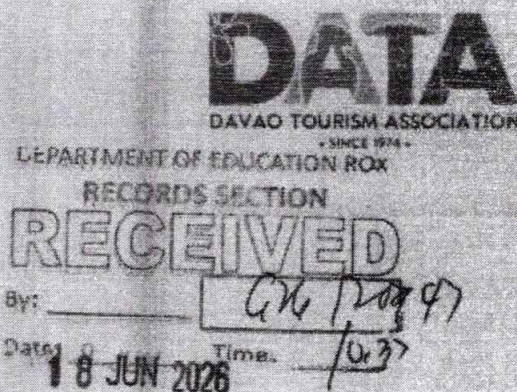
Date: _____

Time: _____

July 14, 2026

June 17, 2026

RD ALLAN GABRIEL FARNAZO
Regional Director
Department of Education
Regional Office XI



Subject: Request for DEPED XI Endorsement of CGSP Training on July 15-17, 2026

Dear RD Farnazo,

Mabuhay, Madayaw!

The **Davao Tourism Association (DATA)** is recognized as the oldest and biggest tourism-related organization in the South of the Philippines. Since 1974, DATA has been at the forefront of championing tourism growth in Davao—bringing together industry leaders, businesses, institutions, and stakeholders in a shared mission to strengthen the region's tourism landscape and elevate Davao as a premier destination in the country.

As tourism continues to evolve in an increasingly experience-driven and globally competitive environment, the role of service excellence has become more important than ever.

In line with this commitment to raising industry standards and enhancing visitor experiences, the Davao Tourism Association in partnership with the Department of Tourism XI, is pleased to invite your organization to participate in the **Certified Guest Service Professional (CGSP) Program** by the **American Hotel & Lodging Educational Institute**.

The CGSP is a globally recognized certification program focused on developing exceptional guest service skills and strengthening service culture across the tourism and hospitality industry. More than a training seminar, it is an international credential that equips professionals with practical tools to create meaningful guest experiences and deliver service aligned with global standards.

We believe that through this program, educators, specifically in the hospitality, tourism, culinary and entrepreneurship fields play an important role in shaping how visitors experience Davao. Through this program, participants will have the opportunity to further strengthen customer engagement, professionalism, and service consistency within your team.

Participants of the program will gain opportunities to:

- ✓ Earn an internationally recognized guest service certification from AHLEI
- ✓ Strengthen customer service and guest engagement skills
- ✓ Learn practical techniques for service recovery and handling guest interactions
- ✓ Build confidence and professionalism among frontline personnel
- ✓ Enhance customer satisfaction and positive guest experiences

- ✓ Benchmark service delivery against international hospitality standards
- ✓ Contribute to strengthening Davao's tourism competitiveness and reputation

At a time when guest expectations continue to rise, service excellence is no longer optional. It is a defining factor in destination success. By investing in people and professional development, we collectively help position Davao as a destination known not only for its attractions, but for the warmth, professionalism, and exceptional service of its people.

Program Details:

Program: Certified Guest Service Professional (CGSP) by AHLEI

Date: July 15-17, 2026

Venue: To be Announced

Registration Fee: Payment on or before June 30, 2026 DATA Member: 13,500 ;

Non-Member: 14,000 ; Regular Rate: 15,000

Registration Form: <https://bit.ly/DATACGSP2026>

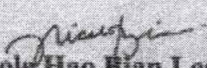
With this and following the successful conduct of our previous Certified Guest Service Professional (CGSP) Workshops, we respectfully **seek the support and endorsement of the Department of Education (DEPED) for the upcoming CGSP Program**. Specifically, we request DEPED's assistance in endorsing and disseminating information about the program to **Higher Education Institutions (HEIs)**, particularly those offering Tourism, Hospitality Management, and related programs.

For inquiries and reservations, please contact the DATA Executive Assistant, Ms. Pierri Marie Jara through email datasecretariat2016@gmail.com or mobile at 0917 895 9970.

We look forward to your participation as we continue building a stronger, more service-driven, and globally competitive tourism industry for Davao.

Daghang Salamat!

Sincerely,


Nicole Hao Bian Ledesma
President
Davao Tourism Association

