



ISABELA TOURISM OFFICE

SEPTEMBER

MONTH

2020

YEAR

Accomplishment Report

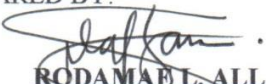

I. DOT ACCREDITATION OF TOURISM ENTERPRISE

NAME OF FACILITY/SERVICE**	CATEGORY (PRIMARY OR SECONDARY)	LOCATION	DATE OF ACCREDITATION

II. OTHER PROGRAM/PROJECT/ACTIVITY

PROGRAM/PROJECT/ACTIVITY	PROJECT DESCRIPTION	STATUS/REMARKS/ACCOMPLISHMENT
Promotional campaign through social media	Designated staff to monitor and update the official facebook page of ITO.	From time to time, ITO will be posting pictures and videos about History, Culture and the Arts, Tourism, and Current events.
Tourism Month Celebration 2020	In celebration of the National Tourism Month, The Provincial Government of Isabela thru the Isabela Tourism Office conducted a contest dubbed as "Isabela's Facts and Trivia-Q&A". ITO posted weekly questions about History, Culture and the Arts, Tourism, and Current events.	The winners received customize 2020 Bambanti T-shirt and Isabela history book.
Virtual Tour	The Isabelela Tourism Office-Isabela Museum and Library conducted an Online Virtual Tour by posting pictures of museum artifacts to the official Facebook Page of Isabela Tourism Office in celebration of the Tourism Month 2020.	Online Virtual Tour was successfully done.

** Please see attached

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PROGRAM/PROJECT/ ACTIVITY	PROJECT DESCRIPTION	STATUS/REMARKS/ ACCOMPLISHMENT
Isabela Tourism Stakeholder Association	The Isabela Tourism Office assisted the Isabela Tourism Stakeholders Association as technical working group to organize the set of officers of the organization	The ITO assisted the organization in collecting signatures of the officers.
Isabela Tourism and Cultural Officers Association - LENTE Photo Contest	The Isabela Tourism Office assisted the Isabela Tourism and Cultural Officers Association (ITCOA) as technical working group in the NTE Photo Contest for the celebration of National Arts Month 2020	The ITO assisted the Isabela Tourism and Cultural Officers Association.
Virtual Meetings and Webinars	<p>The Department of Tourism (DOT) conducted series of online training program dubbed as DOT Online Training for the country's tourism stakeholders. This conceptualized as an alternative to the regular training programs, it is done via Zoom video-conferencing. This includes:</p> <ul style="list-style-type: none"> •The Art of Creative Virtual Story Telling on September 3-4, 2020 •3rd International conference of ASEAN Mutual Recognition Arrangement on Tourism Professionals on September 4, •Street Food Kulinarya on September 2-3, 2020 •North Luzon Cluster Meeting on September 10, 2020 •Tourism Stakeholders Meeting on September 14, 2020 • Changing Approach:Eco-Tourism in the New Normal,Safety Against COVID19 on September 15-16, 2020 • Trends in Food Tourism Business on September 16, 2020 • TPB Digital Marketing Seminar with Localized B2B on September 16, 2020 •Be Fine Online on September 17, 2020 •Kain Na! CTRL+BIZ: Reboot Tourism Now! Digital Marketing: Boosting Your Digital Footprint on September 17, 2020 •Understanding the E-Commerce system on September 17, 2020 •Digital MKT 101: Boosting your digital footprint on September 18, 2020 	The Isabela Tourism Office staff participated the online training program of DOT to stay relevant, learn to cope with the difficulties arising from the global pandemic novel coronavirus or COVID-19, and to facilitate transition to recovery.

	Digital leaderSHIFT Level 2: Brand Content Marketing on September 22-24, 2020	
	Leading by Emotional Intelligence with Stressed-out Workforce and Anxious Guests Customers on September 23-25, 2020	
Isabela Tourism Master Plan	Tourism is travel for pleasure or business, thus, it is known as the travel industry. Tourists select a locality for its natural and man-made environment. The Province of Isabela, dubbed as “Sentro of AgriKultura” (Center of AgriCulture), is known for its rich heritage from the agricultural plains, rolling hills, the Sierra Madre mountain range including its diversified flora and fauna, scenic coastline, historical & religious landmarks and culinary. Provided by the Republic Act 9593, the ITO initiated the drafting of tourism master plan of the province.	ITO staff is on the process of gathering data and drafting the Isabela Tourism Master plan to be submitted to the Provincial Planning and Development Office.