	ISABELA TOURISM OFFICE		OCTOBER
			MONTH
	Accomplishment Report		2020
			YEAR

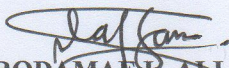
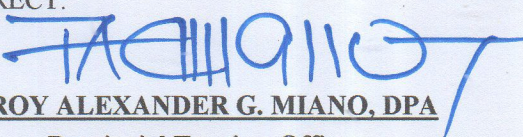
I. DOT ACCREDITATION OF TOURISM ENTERPRISE

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 Isabela Tourism Office.	From time to time, ITO staff are posting pictures and videos about History, Culture and the Arts, Tourism, and Current events.
Museums & Galleries Month	In celebration of theNCCA-Museums and Galleries Month (MGM), the Provincial Government of Isabela thru the Isabela Tourism Office-Isabela Museum and Library conducted an Online Virtual Tour by posting pictures of museum artifacts to the FB Page of ITO and an online contest dubbed as "MGM KNB? 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.

** Please see attached

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Isabela Virtual Tour	The Isabela Tourism Office conducted an Online Virtual Tour by posting TikTok videos featuring tourist spots of the province.	Online Virtual Tour was successfully done at Cabagan, Benito Soliven, Tumauni, San Pablo, City of Ilagan (Banal na Burol and Rizal Park), and the Minutes of Provincial Board in 1900s at Isabela Museum and Library.
Isabela Tourism Officers of the Philippines 21st	The Provincial Government of Isabela through the Isabela Tourism Office participated the online Convention of ATOP. ITO ensures that all contested activities were participated the province such as: Move Your Province Forward, Put your Best Head Dress Forward and PinaSarap.	The entry of the province of Isabela has been adjudged as 2nd Runner-Up in the Put Your Best Head Dress Forward.
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"> •Intelligent Reopening: Reinvent and Rebrand on October 6-7, 2020 •The ASEAN Toolbox Connection + Workshop on October 15, 2020 •Webinar on Free eResources for Online Learning on October 23, 2020 •Visitor Management during Pandemics and beyond on October 26-28, 2020 •Tourism Awareness and Promotions on October 7-9, 2020 •Conflict and Creativity: Turning Challenges to Opportunities on October 21, 2020 •ATOP 21st National Convention on October 29, 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.

Isabela Tourism Master Plan	<p>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.</p>	<p>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.</p>
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