	ISABELA TOURISM OFFICE		MARCH
	Accomplishment Report		MONTH
			2021
			YEAR


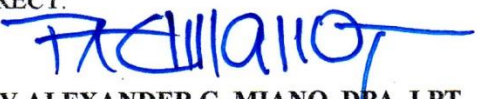
I. DOT ACCREDITATION OF TOURISM ENTERPRISE

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 (ITO).	From time to time, ITO staff are posting pictures and videos about History, Culture and the Arts, Tourism, and Current events.
COVID-19 Adjustment Measures Program (CAMP) in the Province of Isabela	The COVID-19 Adjustment Measures Program (CAMP) aimed at giving cash assistance to the individuals and business sectors within the scope of tourism industry in Isabela. This program is part of the Bayanihan to Recover as One Act (Bayanihan II) to address the pandemic's impact on Philippine tourism. Thus, the Isabela Tourism Office assisted in the preparation of CAMP in the Province.	ITO staff assisted in the preparation of CAMP together with the Provincial Governors Office, Provincial Cooperative Office, BRO Office, and Isabela Coastal Development Office.

** Please see attached

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62nd Public Library Day	The Isabela Tourism Office-Isabela Museum and Library joins the nation in celebrating the 62nd Public Library Day on March 9, 2021 thru a video message by Dr. Troy Alexander G. Miano, Head of Isabela Museum and Library, in behalf of the Governor Rodolfo T. Albano III, the video was sent to the National Library of the Philippines and posted in the Facebook page of ITO. As part of the celebration, the Provincial Government of Isabela thru the Isabela Museum and Library distributed 400 elementary & high school books to Lupigue Integrated School.	Posted video in the official Facebook page of ITO. Successfully distributed books to Lupigue Integrated School.
Assistance of CAMP Extension	The expansion of Bayanihan Act 2 focused on the Tourism Destinations especially in Tourism Support Services or the Top 3 Tourist Arrival in the Province. Thus, the Provincial Government of Isabela-Isabela Tourism Office assisted the municipality of Ramon, City of Ilagan and Cauayan City tourism stakeholders to avail the said financial assistance.	Assisted the qualified tourism stakeholders to avail the said financial assistance.
Updating the Tourism Data Base of the Province of Isabela	The Department of Tourism Region 02 in coordination with the Isabela Tourism Office is currently updating the data base of the province of Isabela. As such, ITO collated datas from the municipalities and cities of the province this includes: Organized cyclist and motorbikes group, Rest Areas, OTOP and Hospitals.	Updated the tourism data base of the Province of Isabela.
2021 National Women's Month	The Provincial Government of Isabela - Isabela Tourism Office thru Isabela Museum and Library highlights the celebration with a virtual exhibit featuring works of women artists from Isabela.	Posted photos and videos in the official Facebook page of ITO.
World Water Day on March 22, 2021	The ITO - Isabela Museum and Library celebrated the World Water Day by posting videos on FB Page of ITO.	Posted video in the official Facebook page of ITO.

Launching & Photo Exhibit of PROJECT EPANAW	The Isabela Tourism Office attended simultaneous Launching and Photo Exhibit of PROJECT EPANAW (Coffee Table Books: "Pagkilala", "Paggalang" & "Pagtaguyod") spearheaded by the National Commission on Indigenous Peoples (NCIP) and the Tourism Promotions Board (TPB) Philippines at SM City Cauayan on March 21, 2021.	The Isabela Tourism Office attended simultaneous Launching and Photo Exhibit of PROJECT EPANAW (Coffee Table Books: "Pagkilala", "Paggalang" & "Pagtaguyod").
EARTH HOUR 2021	The Isabela Tourism Office and Library joins the world in observing Earth Hour 2021 through switching off lights at home at exactly 8:30 in the evening for Mother Earth.	The Isabela Tourism Office staff switched off their lights at home from 8:30-9:30PM in observance of the Earth Hour 2021 on March 27.
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 on the Madweng Pottery in Santa Maria, Isabela, The Hotel Sophia in Cauayan City, and Balay Segundo Museum in Ramon, Isabela.
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"> •Special Committee on North Luzon Growth Quadrangle on March 3, 2021. •Orientation on Safe, Swift and Smart Pass (S-Pass) Travel Management on March 15, 2021. •Gender and Development Awareness Seminar on March 17-19, 2021. •Training Orientation on NLP's E-Databases for Public Libraries on March 17, 2021. •Isabela Tourism & Cultural Officers Association (ITCOA) Meeting on March 18, 2021. •World Consumer Rights Day 2021: Tackling Plastic Pollution on March 19, 2021. •Harnessing the Potentials of Off-Season Travel on March 24, 2021. •Sub-Committee on Culture Meeting on March 24, 2021 	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.

Meeting on Farm, Food, Fun Festival on March 26, 2021.
Online Orientation on World Travel and Tourism Council (WTTC) Safe Travel Stamps on March 30, 2021.