	ISABELA TOURISM OFFICE	NOVEMBER
		MONTH
	Accomplishment Report	2021
		YEAR

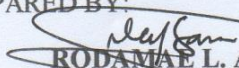

I. DOT ACCREDITATION OF TOURISM ENTERPRISE

NAME OF FACILITY/SERVICE**	CATEGORY (PRIMARY OR SECONDARY)	LOCATION	DATE OF ACCREDITATION
Not applicable due to pandemic protocols			

II. OTHER PROGRAM/PROJECT/ACTIVITY

PROGRAM/PROJECT/ ACTIVITY	PROJECT DESCRIPTION	STATUS/REMARKS/ ACCOMPLISHMENT
Promotional campaign through social media	The Isabela Tourism Office conducted an Online Virtual Tour by posting videos featuring tourist spots of the province.	Online Virtual Tour was successfully done at Barangay Dy Abra, Municipality of Tumauini featuring the Tinggian Tribe in the Province of Isabela where a tourist can experience the unique culture and cuisine of the tinggians (Itneg).
Bonifacio Day Virtual Tour	The Provincial Government of Isabela thru Isabela Tourism Office-Isabela Museum & Library celebrates the courage of compassion of Andres Bonifacio's 158th Birthday featuring a Virtual Tour and exhibit of Tilamsik ng Liwanag.	The Online Virtual Tour was posted in the official facebook page of ITO.

** Please see attached

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Cebu Travel Familiarization Tour	To support our tourism stakeholders in reviving the local tourism industry and promoting safe travel under the new normal, Isabela Tourism Officer, Dr. Troy Alexander G. Miano participated the Cebu Travel Familiarization Tour conducted by Department of Tourism on November 9-13, 2021. The purpose of the travel is to increase destination awareness and stimulate demand for travel by promoting domestic tourism and the various tourism circuits developed by the Regional Offices. DOT organized familiarization groups highlighting interregional tours.	A total of 37 tour operators, airport officials, local tourism officers and marketing officers from Northern Luzon (Regions I, II, III & CAR) travelled to Bohol (via Cebu) to re-experience Bohol's tourism products and activities under the new normal and meet with local tourism stakeholders to reengage ties and business relationships.
Junior Chamber International (JCI) Tour	The Isabela Tourism Office assisted the delegates from the JCI National Convention during their tour in Isabela on November 12, 2021.	Tour was successfully done at Meraki Garden in Reina Mercedes, Japanese Tunnel in the City of Ilagan, San Pablo Church in San Pablo, Kawa Kawayan in San Mateo and Magat Dam in Ramon, Isabela.
Tourism Development Plan preliminaries	<p>The Provincial Government of Isabela - Isabela Tourism Office conducted monitoring and assessment for the existing, potential and emerging tourism destination and tourism related establishment to extend technical assistance needed for the Tourism Development Plan Preliminaries in:</p> <ul style="list-style-type: none"> • Santa Maria, Isabela - Gabaldon Building and Century old Trees, Pasto Apolonio, Cattle Farm, Mahogany Ecopark, Big Banga, and Rancho Agripino. • San Agustin, Isabela - Binungbong Ecotourism park, Balet old Century Tree, HJ Guied Farm Products and Services(Hilario's Cacao Tablea Based Product and Banana Processing), Linas Food Hauz, Mango Go Zip, and San Agustin Dairy Cooperative. • San Manuel, Isabela - The Hidden Valley of San Manuel, Sermonia's Farm, San Manuel Mini-impounding Dam, Prezzi De Massa and Our Lady of Lourdes Parish. 	The Isabela Tourism Office staff successfully conducted monitoring and assessment for the existing, potential and emerging tourism destination and tourism related establishment for the Tourism Development Plan Preliminaries in the municipalities of Santa Maria, San Agustin, and San Manuel, Isabela.

Digital Content, Creation, Marketing and Promotions and Consultative New Normal Operations Training Workshop	The Department of Tourism Region 2 in coordinated efforts with the Provincial Government of Isabela - Isabela Tourism Office and the Local Government Unit of Divilacan conducted a Digital Content, Creation, Marketing and Promotions and Consultative New Normal Operations Training Workshop for the tourism stakeholders of Divilacan. Activities include identification of potential tourism destinations, planning for development of the identified tourism destinations, tour content creation, strategies in promotion and marketing, manpower development and benchmarking. The municipality of Divilacan has been granted Tourism Development Projects by the Department of Tourism.	The Isabela Tourism Office participated and rendered technical assistance during the conduct Digital Content, Creation, Marketing and Promotions and Consultative New Normal Operations Training Workshop at Tourists' Pavillion, Dimapula, Divilacan, Isabela on November 24 to December 1, 2021.
Technical Assistance for Hari ng Pilipinas Grand Proclamation Night	The Isabela Tourism Office assisted Ma'am Joybelle C. Portabes coordinator for the Male Pageant Inaugural Edition of Hari ng Pilipinas Grand Proclamation Night.	The Isabela Tourism Office assisted Ms. Portabes.
Book Distribution	<p>The Provincial Government of Isabela in partnership with Children's International, Inc., thru the Isabela Museum and Library donated book to the Department of Education - Schools Division Office of Isabela:</p> <ul style="list-style-type: none"> • 200 books to the Santa Isabel National High School on November 4, 2021. • 200 books to the Salindingan Elementary School on November 4, 2021. • 200 books to the Alibadabad Elementary School on November 4, 2021. • 200 books to the Rizal Region National High School on November 16, 2021. • 200 books to the Baligatan Elementary School on November 16, 2021. • 200 books to the Nacalma Elementary School on November 17, 2021. • 200 books to the Guilingan Elementary School on November 17, 2021. • 200 books to the Salinungan Stand Alone Senior High School on November 18, 2021. • 200 books to the San Mateo General Comprehensive High School on November 18, 2021. • 200 books to the Macaniao Integrated School on November 19, 2021. • 200 books to the Rang-Ayan Integrated School on November 19, 2021. 	A total of 2,200 elementary and high school books were distributed for the month of November.