



ISABELA TOURISM OFFICE

AUGUST

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
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 initiate 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.

** Please see attached

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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.	ITO will posts about History, Culture and the Arts, Tourism and Current events.
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"> •Acceptance Before Change : Maintaining Emotional Wellness during Covid-19 on August 6, 2020 •Addressing the Digital Expectations of Online Customers During Pandemic: A Continuing COVID-19 Action Plan on August 12 -14, 2020 •The ASEAN Toolbox Connection on August 12, 2020 • 2nd run of the Online Training on Digital LeaderSHIFT for the New Normal: Transformative Tourism Technology on August 17-19, 2020 • Creative Thinking, Resilience and Recovery During Quarantine Period for Tour Guides, Tourism Officers and Tourism-related Frontliners on August 20, 2020 • Reinventing the Filipino Kulinarya on August 20, 2020 • The Craft of Entrepreneurship and the Power of Innovation in Tourism Businesses at the time of Pandemics on August 24-26, •Front Office Operations and Services on August 27-28, 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.
Book Distribution Program	The Isabela Museum and Library conducted a Book Distribution Program to Municipal Social Welfare and Development Office and Ramon F. Magsaysay Municipal Library of Cabatuan on August 20, 2020. The materials can be used as learning resources for the children, young adult and other group of people in the community.	Book Distribution Program was successfully done.