

**ISABELA TOURISM OFFICE****Accomplishment Report**

NOVEMBER
MONTH
2020
YEAR

109
 JAN 07 2021
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 BY: JAW

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.
Binifacio Day Virtual Tour	The Provincial Government of Isabela thru Isabela Tourism Office-Isabela Museum & Library celebrates the courage of compassion of Andres Bonifacio's 157th Birthday. Featuring a Virtual Tour and exhibit of Tilamsik ng Liwanag by the National Commission for Culture and the Arts (NCCA).	The Online Virtual Tour was posted in the official facebook page of ITO.
Extending Assistance to the Victims of Typhoon Ulysses	As part of our social responsibilities, the Isabela tourism Office staffs participated in gathering, repacking of goods, and distribution of relief items composed of food and non-food packs to the families severely affected by widespread flooding in Isabela and Cagayan provinces.	Relief Operations where successfully done to some families affected by the flood in the municipalities of Aurora, Cauayan City, Naguilian, City of Ilagan Isabela, San Pablo, Santa Maria, Santo Tomas, Tumauni and to the Evacuation Center of Tuguegarao North East Central School, Tanza, Tuguegarao City, Cagayan .

** Please see attached

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PROGRAM/PROJECT/ ACTIVITY	PROJECT DESCRIPTION	STATUS/REMARKS/ ACCOMPLISHMENT
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>
Isabela Virtual Tour	<p>The Isabelela Tourism Office conducted an Online Virtual Tour by posting TikTok videos featuring tourist spots of the province.</p>	<p>Online Virtual Tour was successfully done in Cauayan City, (Gov. Faustino N. Dy Sports Complex) Reina Mercedes, Santa Maria and Tumauni, Isabela (Dalipawen century old tree).</p>
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 include:</p> <ul style="list-style-type: none"> •Best Practices and Approaches to Writing Effective Business Letters and Emails on November 27, 2020. 	<p>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.</p>