



ISABELA TOURISM OFFICE

Accomplishment Report

APRIL
MONTH
2021
YEAR

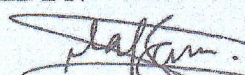

I. DOT ACCREDITATION OF TOURISM ENTERPRISE

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 Department of Tourism (DOT) and Department of Labor and Emploment (DOLE), in coordinated efforts with the Provincial Government of Isabela - Isabela Tourism Office, provided technical assistance to the beneficiaries of CAMP2 (COVID-19 Adjustment Measurement Program 2) in the Municipalities of ngadanan, Alicia, Cordon, Ramon, San Mateo, and San Guillermo, Isabela.	The Isabela Tourism Office assisted the qualified tourism stakeholders to avail the said financial assistance.

** Please see attached

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PROGRAM/PROJECT/ ACTIVITY	PROJECT DESCRIPTION	STATUS/REMARKS/ ACCOMPLISHMENT
Virtual Visita Iglesia 2021	As we commemorates the Holy Week, the Isabela Tourism Office-Isabela Museum and Library conducted a Virtual Visita Iglesia 2021 featuring some of the catholic churches in Isabela.	Posted video in the official Facebook page of ITO.
Araw ng Kagitingan Virtual Tour	The Provincial Government of Isabela - Isabela Tourism Office thru Isabela Museum and Library joins the nation in the celebration of the 79th Anniversary of Excellence Day (Araw ng Kagitingan 2021) with a virtual tour.	Posted photos and videos in the official Facebook page of ITO.
Quincentennial Commemorations in the Philippines	The Provincial Government of Isabela joins the nation in the 500 Quincentennial Commemorations in the Philippines; Victory and Humanity 1521-2021. As part of the 500th Anniversary of the Introduction of Christianity in the Philippines, the Isabela Tourism Office and Isabela Museum and Library features The Colonial Bells of Isabela.	Posted video in the official Facebook page of ITO.
International Earth Day	The Provincial Government of Isabela - Isabela Tourism Office joins the nation in celebrating Earth Day 2021 on April 22, 2021.	The Isabela Tourism Office-Isabela Museum and Library conducted various ways to celebrate Earth Day such as recycling, waste segregation, tree planting and clean-up drive in their respective homes between 6AM-12NN.
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.
Virtual Meetings and Webinars	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:	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.

<ul style="list-style-type: none"> •Practical Product Development, Visual Display and Presentation, Floor and Wall Layout and Phygital Marketing on April 6, 2021
<ul style="list-style-type: none"> •Virtual Orientation on Cares for Travel on April 8, 2021.
<ul style="list-style-type: none"> •Regional INELIs: Sharing Innovations, Ideas and Inspirations conducted by the National Library of the Philippines on April 8, 2021.
<ul style="list-style-type: none"> •Tourism Convergence Updates on April 14 and 27, 2021.
<ul style="list-style-type: none"> •Isabela Tourism & Cultural Officers Association (ITCOA) Meeting on March 18, 2021.
<ul style="list-style-type: none"> •Regional Ecotourism Meeting on April 21, 2021.
<ul style="list-style-type: none"> •Meeting on MoTOURismo Caravan Project on April 26, 2021.
<ul style="list-style-type: none"> •1st Provincial, City, and Municipal Librarians/Library-In-Charge Meeting for Region II conducted by the National Library of the Philippines, Public Libraries Division on April 29, 2021.
<ul style="list-style-type: none"> Online Orientation re LGU Expanded Bayanihan on April 29, 2021.
<ul style="list-style-type: none"> "Luzon Tourism is Back and Ready!" conducted by the Department of Tourism, Tourism Congress and Air Asia on April 30, 2021.