



ISO 9001:2008

Republic of the Philippines
PROVINCE OF ISABELA
City of Ilagan

ISABELA TOURISM OFFICE

ACCOMPLISHMENT REPORT

The Isabela Tourism Office is the primary planning, programming, coordinating, implementing and regulating department in the development and promotion of the province's tourism industry. The office shall support and promote the protection, maintenance and preservation of historical, cultural, and natural resources, in cooperation with appropriate government agencies, stakeholders, and private sectors, and take appropriate measures against acts and omissions contrary to the objectives.

Mission

The Isabela Tourism Office endeavors to bring forth a sustainable tourism industry road map consonant to the aims of a responsible and vibrant agri-ecotourism propelled by the Isabeleños resiliency and unparalleled amity with the end view of achieving an inclusive social and economic growth.

Vision

The Isabela Tourism Office envisions Isabela as the country's Queen Province and the "*Sentro ng AgriKultura*" where one finds royal and regal experience and enjoys the perfect blend of natural beauty, agricultural wonder and the Isabelinos' unique way of life.

With the abovementioned mandate, guided by our Mission and Vision statements, the following are the highlights of the accomplishments of the Isabela Tourism Office for the year 2022:

INTER-AGENCY COORDINATION (Development Programs and Activities)

1. Conducted monitoring and assessment of the existing, potential and emerging tourism destinations and tourism-related establishment for the Tourism Development Plan Preliminaries in the municipalities of San Mariano, Delfin Albano, Santo Tomas, Jones, Quirino, Benito Soliven, Naguilian, Burgos, Cauayan City, Maconacon, Palanan, Reina Mercedes, and Dinapigue, Isabela.
2. Assisted the visitors from Davao City on their visit to the Our Lady of Piat, St. Peter Metropolitan Cathedral, Iguig Calvary Hills, and Poor Claire Monastery in Cagayan province. San Pablo Church, St. Mathias Church, Japanese Tunnel and Queen Isabela Park in the Province of Isabela on February 13-14, 2022.
3. Provided technical assistance for the formulation of the Tourism Development Plan and Tourism Code in the municipalities of:
 1. San Agustin, Isabela on March 3-5, 2022, at Guieb's Farm, Panang, San Agustin, Isabela.

2. Echague, Isabela on March 29, 2022 at the Skybox, Municipal Hall, Echague, Isabela.
3. Jones on March 22-23, 2022 at the Legislative Building, Jones, Isabela.
4. Dinapigue on October 6-8, 2022 at the Community Center, Digumased, Dinapigue, Isabela.
4. Attended and assisted in facilitating the Region 2 Seminar and Workshop on Fun Farms Tour Guiding and Filipino Brand of Service Excellence on March 30-to April 1, 2022 at DA-CVRC, San Felipe, City of Ilagan, Isabela.
5. Attended the Focus Group Discussion (FGD) on the Project "Sustainable Community-based Tourism Potential and Development of Barangay San Miguel, Echague, Isabela at Skybox, San Fabian, Echague, Isabela on March 15, 2022.
6. Attended the Department of Science and Technology - Philippine Textile Research Institute training workshop on Establishment on Regional Yarn Production and Innovation Center (RYPIC) in Northern Luzon and Integrated Community-Scale Textile Fiber Innovation Hubs in Luzon at Isabela State University CEAT Building on March 23-24, 2022.
7. Joined the BRIGADA ESKWELA PLUS 2022 at Isabela School of Arts and Trades ISAT - City of Ilagan, Isabela on March 22, 2022.
8. Attended and assisted Department of Tourism RO2 and Isabela Motorcycle Rider delegates from Isabela in the Philippine Motorcycle Tourism (PMT) Caravan on April 25-28, 2022.
9. Participated in the Mobile and Face-to-Face Campaign Accreditation for the new Isabela Eco-Tour Guides conducted by the Department of Tourism on May 12, 2022, in Echague, Isabela.
10. Attended the Regional Tourism Forum and Awards Night on May 5, 2022 at the Isabela Convention Center, San Fermin, Cauayan City, Isabela.
11. The Isabela Tourism Office staff rendered technical assistance to the municipality of Divilacan, Maconacon, and Palanan in crafting their Tour Package circuit and Tourism Marketing on June 1, 2022 at the Isabela Museum and Library.
12. The Dry-run of the Isabela Coasts, Your Island Toast! was launched by the Local Government Unit of Divilacan, Isabela, through its Municipal Tourism Office on June 10-14, 2022. The Isabela Tourism Office together with stakeholders took part in the dry-run activity. the Divilacan Tourism Circuit was successfully done thru coordinated efforts with the Department of Tourism R02 and with the support of the Sangguniang Bayan Committee on Tourism, police officers, tour guides, boat operators, Divilacan Riders Association, homestay operators and municipal tourism officials.
13. Rendered technical assistance to the speakers and trainees during the one-day training on Tourism Enterprise Forum conducted by the Department of tourism Region 02. This training is given to the staff in charge of tourism statistics in all accommodation establishments in the Province of Isabela.
14. The Provincial Government of Isabela (PGI) through Isabela Tourism Office (ITO) and Isabela Museum & Library (IML) donated numismatic/coin collection to Muñoz National High School, Roxas Isabela for permanent display at the school museum. Isabela Museum and Library extended technical assistance in the establishment of a school museum at Muñoz National High School, Muñoz West, Roxas, Isabela on February 8, 2022.
15. The ITO visited the proposed museum of the Municipality of Quirino on July 19, 2022. The PGI thru the IML provided technical assistance in the collection built-up and display of the

said repository. Also, the office conducted an ocular visit in Galeria Callangan at Barangay San Juan, Quirino.

16. The Isabela Tourism Office rendered technical assistance to the participants of the 13th National Youth Parliament Regional Convention during their tour in Meraki Garden on July 29, 2022.
17. Facilitated the face-to-face training on Enhancing Sabutan as part of the Palanan Tourism Related Livelihood and Experiences with Start-up Package for the members of Palanan Upstream Women Weavers Association and Sabutan Weavers Association on July 25-26, 2022.
18. Conducted ocular inspection and presented tourism best practices in Sunland Espidol Farm of Ramon, Isabela.
19. Provided technical assistance to Mr. Ryan James P. Manglicmot of Cabatuan, Isabela, representative of the province in the Search for Mistery of Filipinas 2022.
20. The Isabela Tourism Office attended the 73rd Araw ng San Agustin and 16th Nuang Festival.
21. Assisted the LTFRB staff together with their Planning Officer Mr. Victor Dollentas regarding the assessment of the accessibility of various Tourist Destinations in the Province of Isabela on September 29, 2022.
22. Participated in the final screening for ATOP-DOT Awards 2022: Best Tourism Practices of the Philippines on September 29, 2022. The entry of the Province of Isabela has been adjudged as Grand Winner as the Best Tourism Event (Festival) as Thanksgiving for a Bountiful Harvest (2019 coverage) held in Tagaytay City, Province of Cavite on October 27, 2022.
23. The Isabela Tourism Office supported the month-long Mengal Festival of the Municipality of Echague by attending the different activities prepared by the LGU Echague. As part of the month-long activities, the Ito participated in the three-day Tourism Product Development Workshop focused on Tourism Development Planning and Tourism Code.
24. Attended the Orientation on Tourism Satellite Accounts in line with the 33rd National Statistics Month conducted by the Philippine Statistics Authority on October 25, 2022 at the Crown Pavilion, Tuguegarao City.
25. Participated the two-day Seminar on Filipino Brand of Service Excellence conducted by the Department of Tourism R02 at Hotel Mills and Rain, Alibagu, City of Ilagan, Isabela on November 8, 2022.
26. Attended the Time and Motion Validation Exercise for the Heritage and Culture Tourism Circuit on November 3-6, 2022 in the provinces of Cagayan and Isabela.
27. Attended the 1st North Luzon Travel Fair (NLTF) with the theme "Weaving Our Way to Recovery" at the SMX Convention, Clark City, Pampanga on November 18-20, 2022.
28. Participated in the Inter-Agency Planning Workshop and Inter-Coastal LGU Collaboration for the Protection and Management of Coastal and Marine Resources on December 2, 2022 at the Piazza Zicarelli Hotel, Gamu, Isabela.
29. Facilitated the Tourism Product Development Workshop and come up with the creation of Culture, Heritage and Arts Tourism (CHAT) Circuit which include towns in Isabela that are destination-ready conducted in the municipality of Santa Maria on December 12-13, 2022.
30. Coordinated with the Department of Tourism Regional Office on regional and national projects, programs, and activities.

CAPABILITY BUILDING (Human Resource Development)


1. Submitted documentary requirements for the inclusion of PRECUP on February 11, 2022 for compliance with Republic Act No. 10066 in preserving, promoting, and protecting our cultural heritage and as per DILG - NCCA Joint Memorandum Circular No. 2021-001.
2. Submitted the entry of Isabela to the Library Patrol Short Video Presentation for the National Library of the Philippines (NLP) compilation in Region 2 Cluster premiered on May 20, 2022 at the Official Facebook Page of NLP.
3. Secretariat during the Isabela Provincial Employees Multi-Purpose Cooperative (IPEMPC) Special General Assembly Meeting on July 15, 2022, at the GFNDy Hall, Capitol, Alibagu, City of Ilagan.
4. Secretariat during the series of meetings for the preparation of Bambanti Festival 2023.
5. Secretariat during the Circuit Orientation of Region 02 Travel Agencies and Tour Operators Association (R2TATOA) for the Tourism Promotions Board activities of Marketing and Promotions on October 18, 2022 at the Governors Gallery, Isabela Museum & Library, Osmeña, City of Ilagan, Isabela.
6. The Isabela Tourism Office workforce took part in the six-day first responder training course offered by the Provincial Safety Office and Provincial Disaster Risk and Management Council on July 18-23, 2022.
7. The Isabela Tourism Office joined the rest of the PGI employees in the three-day Provincial Government of Isabela Sportsfest on October 19-21, 2022.
8. The Isabela Tourism Office co-sponsored the 4th day of Aguinaldo Mass at the Provincial Capitol.

INTERNAL ADMINISTRATION

1. Celebrated the National Arts month (NAM) 2022 with the theme "Sining ng Pag-asa" through display of artworks at the lobby of the Isabela Museum and Library in February 2022.
2. Conducted various ways to celebrate International Earth Day 2022 on April 22, 2022, such as recycling, waste segregation, tree planting and clean-up drive in their respective homes between 6 AM-12NN.
3. Conducted exhibit at the Isabela Museum and Library during the 80th commemoration of Aran ng Kagitingan on April 9, 2022.
4. Conducted an exhibit at the Isabela Museum and Library in celebration of the 124th Independence Day on June 12, 2022.
5. The ITO - Isabela Museum and Library staff joined the nation in the celebration of Philippine Environment Month 2022 with the theme, "Aksyon Para sa Natatanging Mundo" through an exhibit in the IML on June 15, 2022.
6. Celebrated through an exhibit the Philippine Environment Month 2022 on June 15, 2022.
7. Celebrated the Buwan ng Wikang Pambansa 2022 through an exhibit at the IML.
8. Conducted exhibit featuring the *"Barya"*, *"Selyo ng Pilipinas"*, *"Mga Perang Papel ng Pilipinas"* and *"Mga Perang Papel mula sa Iba't Ibang Bansa"* at the Isabela Museum and Library.

9. The Isabela Tourism Office personnel conducted clean-up drive for five consecutive weeks for the month of July for the Todas Dengue, Todo Na'To! (Ika-Siyam na Kagat) ITO personnel were assigned to their respective barangays; the staff searched and destroyed the possible mosquito breeding places within their surroundings.
10. Participated in the simultaneous conduct of BRIGADA ESKWELA, the ITO extended their helping hand by donating books, cleaning materials, hygiene kits as well as alcohol , preceded by joint clean-up activities with the school faculty and parents of Bagumbayan Elementary School in Bagumbayan, City of Ilagan, Isabela on August 6, 2022.
11. Instrumental in the 'Provincial-wide Parol Making Competiton of Isabela in line with "Isang Bituin, Isang Mithiin", a National Parol Making Competition on November 2, 2022. Also, the ITO staff assisted during the judging of Provincial-wide Parol Making Competiton held at Queen Isabela Park, Alibagu, City of Ilagan on November 7, 2022.
12. Installed Portraits of 44 Congressmen and Legislators, 13 Vice Governors and 9 Governors at the Gallery of Portraits of Power Isabela Museum & Library, Osmeña, City of Ilagan, Isabela.
13. Participated in the Simultaneous Earthquake Drill.
14. Participated the historic tree-planting activity dubbed as One Million Bamboos in One Day Project of the Provincial Government of Isabela on December 20, 2022 along the banks of the Cagayan River and its tributaries at the at Barangays of Tunggui, Fugu Abajo and Fugu Sur, Tumauni, Isabela.
15. Updated the tourism database of the Province of Isabela for the tourism tracking system of the Department of Tourism, ITO collated data from the municipalities and cities of the province this includes IEC materials, Tourism Related Establishments, Accommodation Establishments, Cell Sites of Mobile Communication Service Providers, Fees on Existing Tourist Attractions and Destinations, Tourism Attractions/ Destinations, and Accommodation Establishment/ Resorts with function rooms.
16. The Isabela Tourism Office conducted an Online Virtual Tour by posting short vlogs featuring tourist spots, events and other highlights of the province of Isabela. Vlogs were uploaded to the official YouTube Channel #TWOOrismoSaLambak thru the link <https://www.youtube.com/channel/UCvtU9oqHkOVphpPNFokU2Zg>
17. Updated the report of Roadmap of Food Gastronomy Tourism for the Province of Isabela.
18. Updated and compiled the Tariff Rates of all Hotels in the Province of Isabela for the 2022Inventory Report of the Province.
19. Participated and rendered technical assistance during the conduct Digital Content, Creation, Marketing and Promotions and Consultative New Normal Operations Training Workshop in Divilacan, Isabela.
20. Updated and maintained inter-Tourism and Culture linkages with respective Tourism and Cultural Officers in the cities and municipalities of Isabela.

PREPARED BY:



RODAMAE L. ALLAM
Administrative Officer II

CERTIFIED CORRECT:



TROY ALEXANDER G. MIANO, DPA
Provincial Tourism Officer

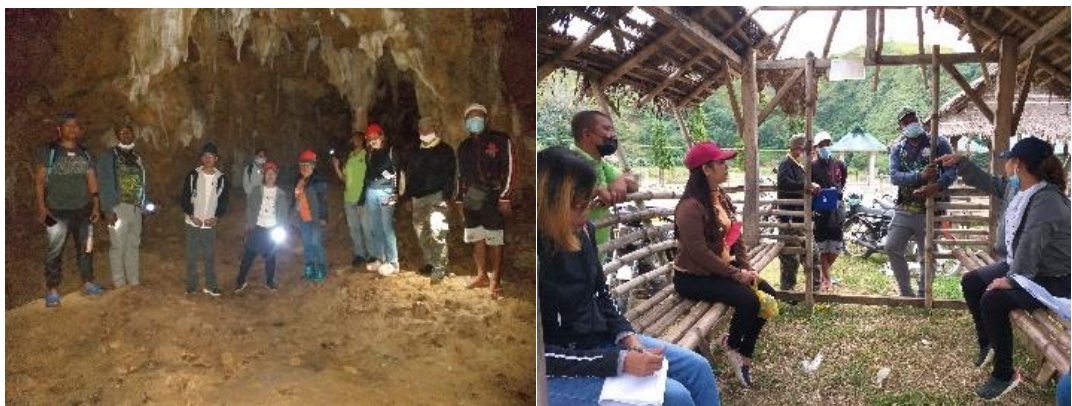
PICTORIAL DESCRIPTIONS OF THE DIFFERENT ACTIVITIES AND PROGRAMS ATTENDED

I. TOURISM DEVELOPMENT PLAN PRELIMINARIES

The formulation of a Tourism Code and Tourism Development Plan is crucial in the imposition and implementation of Tourism programs, projects, and activities. In order for the Isabela Tourism Office to craft an inclusive TDP, the municipalities should be empowered and assisted to initiate their respective local Tourism Development Plans on the onset. The Provincial Government of Isabela, through the Isabela Tourism Office has started the conduct of preliminary assessment activities to municipalities to ignite the fire of tourism operations in the new normal to help them come up with their community based plans.

The Isabela Tourism Office activities involved assessment of existing sites, discovery and/or presentation of potential areas, referral for ready destinations, and familiarization of claimed/reported areas. Testing and critiquing of products and by – products are also integrated in the activity including transport observation and try – out. As for potential and on – going tourism related infrastructures and products, the ITO also conducted validation and monitoring.

Feedback reports are done and submitted to the respective towns for further improvement, alignment or reference.



THE PROVINCIAL GOVERNMENT OF ISABELA - ISABELA TOURISM OFFICE CONDUCTED OCCULARS & TRY - OUT AND ASSESSMENT OF THE EXISTING, POTENTIAL AND EMERGING TOURISM DESTINATION AND TOURISM RELATED STABLISHMENTS FOR TECHNICAL ASSISTANCE NEEDED FOR THE MUNICIPALITY OF TUMAUNI, ISABELA: TOURIST INFORMATION AND SOUVENIR SHOP, CULTURAL HERITAGE TOUWN HALL COMPOUND, ST. MATHIAS CHURCH, RIZAL PARK AND TREE HOUSE, LGU TUMAUNI FARM TOURISM AND LIVELIHOOD CENTER, GENRAM INTEGRATED AND DIVERSIFIED FARM LEARNING SITE, SHALIAH VILA FARM, AGGRI VALLEY FARM SCHOOL, NITZBUDS FARM, PADILLA LIVESTOCK, TUMAUNI WATERSHED NATURAL PARK, SINABULUAN CAVE, KWEBA DANUM, BLUE LAGOON, RUSOD CAVE 1 AND 2, AND TUMAUNI WATERSHED, ISABELA. (01-18-19-22)



THE PROVINCIAL GOVERNMENT OF ISABELA - ISABELA TOURISM OFFICE CONDUCTED OCCULARS & TRY - OUT AND ASSESSMENT OF THE EXISTING, POTENTIAL AND EMERGING TOURISM DESTINATION AND TOURISM RELATED STABLISHMENTS FOR TECHNICAL ASSISTANCE NEEDED FOR THE MUNICIPALITY OF SAN MARIANO, ISABELA: CROCODILE REARING STATION, SAN MARIANO SWIP, AMISAN FALLS, ANGEL SOPHIE HOTEL, MARINELAS EVENT CENTER, INN AND SPA AND SAN MARIANO MUNICPAL AGRICULTURE FARM, SAN MARIANO, ISABELA. (01-13 to 14-22)



THE PROVINCIAL GOVERNMENT OF ISABELA - ISABELA TOURISM OFFICE CONDUCTED OCCULARS & TRY - OUT AND ASSESSMENT OF THE EXISTING, POTENTIAL AND EMERGING TOURISM DESTINATIONS AND TOURISM RELATED STABLISHMENTS FOR TECHNICAL ASSISTANCE NEEDED FOR THE MUNICIPALITY OF SAN MARIANO, ISABELA: CROCODILE REARING STATION, SAN MARIANO SWIP, AMISAN FALLS, ANGEL SOPHIE HOTEL, MARINELAS EVENT CENTER, INN AND SPA AND SAN MARIANO MUNICPAL AGRICULTURE FARM, SAN MARIANO, ISABELA. (01-13 to 14-22)

Jones



THE PROVINCIAL GOVERNMENT OF ISABELA - ISABELA TOURISM OFFICE CONDUCTED OCCULARS & TRY - OUT AND ASSESSMENT OF THE EXISTING, POTENTIAL AND EMERGING TOURISM DESTINATIONS AND TOURISM RELATED STABLISHMENTS FOR TECHNICAL ASSISTANCE NEEDED FOR THE MUNICIPALITY OF JONES, ISABELA: NACAR CAVE, TUGAUE CAVE, MANDINIT FALLS, FLORANTE'S FARM AND GUMPAL APARTMENT, ISABELA. (02-3 to 4-22)

Quirino



THE PROVINCIAL GOVERNMENT OF ISABELA - ISABELA TOURISM OFFICE CONDUCTED OCCULARS & TRY - OUT AND ASSESSMENT OF THE EXISTING, POTENTIAL AND EMERGING TOURISM DESTINATION AND TOURISM RELATED STABLISHMENTS FOR TECHNICAL ASSISTANCE NEEDED FOR THE MUNICIPALITY OF QUIRINO, ISABELA: GALERRIA CALLANGAN, KARIGO CORN HUSK, ST. JOHN THE EVANGELIST PARISH, AGBIAG TECHNO DEMO FARM, HACIENDA ELIZA FARM RESORT, DAPAYAN VIEWDECK, QUIRINO ECO FOREST PARK, LGU MANGO FARM, AND SAKURA ZEN, QUIRINO, ISABELA. (02-07-22)

Benito Soliven



THE PROVINCIAL GOVERNMENT OF ISABELA - ISABELA TOURISM OFFICE CONDUCTED OCCULARS & TRY - OUT AND ASSESSMENT OF THE EXISTING, POTENTIAL AND EMERGING TOURISM DESTINATION AND TOURISM RELATED STABLISHMENTS FOR TECHNICAL ASSISTANCE NEEDED FOR THE MUNICIPALITY OF BENITO SOLIVEN, ISABELA: SWEET N TEAS CAFÉ, LA KUSINA RESTAURANT, SAN ISIDRO LABRADOR CHAPEL OLD BELLS AND CENTURY TREE, BENITO SOLIVEN VIEW DECK, SWIP DAM-AMIA VILLAGE, UNO ECO FARM, ANCESTRAL HOUSES, AND MOM JENS RESTAURANT, BENITO SOLIVEN, ISABELA. (02-09-22)

Naguilian





THE PROVINCIAL GOVERNMENT OF ISABELA - ISABELA TOURISM OFFICE CONDUCTED OCCULARS & TRY - OUT AND ASSESSMENT OF THE EXISTING, POTENTIAL AND EMERGING TOURISM DESTINATIONS AND TOURISM RELATED STABLISHMENTS FOR TECHNICAL ASSISTANCE NEEDED FOR THE MUNICIPALITY OF NAGUILIAN, ISABELA: MARIAS NATIVE BIBINGKA, TAPAO VIEWDECK, ACOSTAS FARM, JAYBEE GALLERY, QUEZON RIVERWALK AND POWER FUEL VENTURES INCORMPORATION(EVENT VENUE AND HOTEL), NAGUILIAN, ISABELA. (02-10-22)

Burgos



THE PROVINCIAL GOVERNMENT OF ISABELA - ISABELA TOURISM OFFICE CONDUCTED OCCULARS & TRY - OUT AND ASSESSMENT OF THE EXISTING, POTENTIAL AND EMERGING TOURISM DESTINATION AND TOURISM RELATED STABLISHMENTS FOR TECHNICAL ASSISTANCE NEEDED FOR THE MUNICIPALITY OF BURGOS, ISABELA:SAN LORENZO PARISH, OKIT FARM AND RESORT, PASEO DE PARAISO LEISURE PARK AND HOTEL, GADDANG TRIBE, AND BURGOS LOCAL ARTIST(JAHNINA MEDINA AND VANGIE MARIE CABANTING), BURGOS, ISABELA. (02-11-22)

Cauayan City



THE PROVINCIAL GOVERNMENT OF ISABELA - ISABELA TOURISM OFFICE CONDUCTED OCCULARS & TRY - OUT AND ASSESSMENT OF THE EXISTING, POTENTIAL AND EMERGING TOURISM DESTINATION AND TOURISM RELATED STABLISHMENTS FOR TECHNICAL ASSISTANCE NEEDED FOR THE CITY OF CAUAYAN, ISABELA: OUR LADY OF PILLAR CHURCH, GREEN MUSTARD, SDG COMPLEX – CAUAYAN SPORTS COMPLEX, ISABELA CONVENTION, OTEPS TINUNO, CAUAYAN AIRPORT, THE FAMILY FARM, CAUAYAN MUSHROOM CENTER, VILLA VIRGILIA FARM RESORT, BONSAI NO SATO, CAUAYAN NATIONAL HIGH SCHOOL, VILLA LUNA NATIONAL HIGH SCHOOL, HACEINDA SAN LUIS, HACIENDA SAN LUIS, AND CASA ROSA HOTEL, CAUAYAN CITY, ISABELA. (02-16 to 18-22)

II. ISABELA-CAGAYAN TOUR OF DAVAO CITY VISITORS

Cagayan Valley region is a tourism destination, tourism is known as its breathtaking rolling hills, high mountains, great beaches, churches, food, cultural heritages and amazing caves. The Provincial Government of Isabela – Isabela Tourism Office assisted four visitors from Davao City to Visit our province and Cagayan on February 13-14, 2022.





THE PROVINCIAL GOVERNMENT OF ISABELA - ISABELA TOURISM OFFICE STAFF MS. ERENEAH R. DOMINGO AND MR. JOHN KELVIN G. TANGAN ASSISTED VISITORS FROM DAVAO CITY DURING THEIR VISIT IN THE PROVINCE OF CAGAYAN DAY 1 - OUR LADY OF PIAT, ST. PETER METROPOLITAN CATHEDRAL, IGUGI CULVARY HILLS AND POOR CLAIRE MONASTERY AND IN THE PROVINCE OF ISABELA DAY 2 – SAN PABLO CHURCH, ST. MATHIAS CHURCH, JAPANESE TUNNEL, AND QUEEN ISABELA PARK. (-2-13-14-2022).

III. TRAINING WORKSHOP ON THE “FORMULATION OF TOURISM DEVELOPMENT PLAN AND TOURISM CODE” FOR THE LGU

The formulation of Tourism Development Plan and Code, aim to establish our rules and the framework for our tourism journey in order to achieve a sustainable and livable program that also cares for and protects the environment while we unleash our potentials, capitalize on our strengths, and generate livelihood and income while empowering our people to be self-reliant, creative, passionate, proactive, solidaristic, and persistently productive.

The Provincial Government of Isabela, through the Isabela Tourism Office extended technical assistance for the Training Workshop “Formulation of Tourism Development Plan and Tourism Code” to the municipalities of Santa Maria, Echague, Jones, San Agustin, Cabagan, and Dinapigue, Isabela.



THE PROVINCIAL GOVERNMENT OF ISABELA - ISABELA TOURISM OFFICE PROVINCIAL TOURISM OFFICER MR. TROY ALEXANDER G. MIANO AND STAFF MS. ERENEAH R. DOMINGO, MR. JOHN KELVIN G. TANGAN AND MR. JAYSON R. MACARUBBO TOGETHER WITH, DINAPIGUE LGU OFFICIALS, DINAPIGUE LGU STAFF, AND DINAPIGUE BARANGAY OFFICIALS DURING LECTURES, WORKSHOP PROPER DURING THE TRAINING WORKSHOP "FORMULATION OF TOURISM DEVELOPMENT PLAN AND TOURISM CODE" AT DINAPIGUE, ISABELA. (10-06-22)



THE PROVINCIAL GOVERNMENT OF ISABELA - ISABELA TOURISM OFFICER Mr. TROY ALEXANDER G. MIANO, DPA AND TOURISM OFFICE STAFF MS. ERENEAH R. DOMINGO AND MR. JOHN KELVIN G. TANGAN TOGETHER WITH THE LGU STAFF, DINAPIGUE LGU OFFICIALS, LGU STAFF, AND SAN AGUSTIN BARANGAY OFFICIALS DURING THEIR DESTINATION DRY-RUN AND PHOTO-OPS DURING THE TRAINING WORKSHOP "FORMULATION OF TOURISM DEVELOPMENT PLAN AND TOURISM CODE". (10-07-22)



THE PROVINCIAL GOVERNMENT OF ISABELA - ISABELA TOURISM OFFICE STAFF MS. ERENEAH R. DOMINGO AND MR. JOHN KELVIN G. TANGAN TOGETHER WITH, DINAPIGUE LGU OFFICIALS, DINAPIGUE LGU STAFF, AND DINAPIGUE BARANGAY OFFICIALS JOIN THE LECTURES AND PRESENTATION OF OUTPUTS DURING THE TRAINING WORKSHOP "FORMULATION OF TOURISM DEVELOPMENT PLAN AND TOURISM CODE" AT DINAPIGUE, ISABELA. (10-08-22)





THE PROVINCIAL GOVERNMENT OF ISABELA - ISABELA TOURISM OFFICE PROVINCIAL TOURISM OFFICER MR. TROY ALEXANDER G. MIANO AND STAFF MS. NATALIE CB ALMAZAN, MR. JOHN KELVIN G. TANGAN AND MR. JULIO JOHN M. PAGGAO TOGETHER WITH, SAN AGUSTIN LGU OFFICIALS, SAN AGUSTIN LGU STAFF, AND SAN AGUSTIN BARANGAY OFFICIALS DURING LECTURES, WORKSHOP PROPER AND PHOTO-OPS DURING THE TRAINING WORKSHOP "FORMULATION OF TOURISM DEVELOPMENT PLAN AND TOURISM CODE" AT GUIEB'S FARM, PANANG, SAN AGUSTIN, ISABELA. (03-03-22)



THE PROVINCIAL GOVERNMENT OF ISABELA - ISABELA TOURISM OFFICE STAFF MS. NATALIE CB ALMAZAN, MR. JOHN KELVIN G. TANGAN AND MR. JULIO JOHN M. PAGGAO TOGETHER WITH, SAN AGUSTIN LGU OFFICIALS, SAN AGUSTIN LGU STAFF, AND SAN AGUSTIN BARANGAY OFFICIALS JOIN THE LECTURES AND PRESENTATION OF OUTPUTS DURING THE TRAINING WORKSHOP "FORMULATION OF TOURISM DEVELOPMENT PLAN AND TOURISM CODE" AT GUIEB'S FARM, PANANG, SAN AGUSTIN, ISABELA. (03-04-22)



THE PROVINCIAL GOVERNMENT OF ISABELA - ISABELA TOURISM OFFICE STAFF MS. NATALIE CB ALMAZAN, MR. JOHN KELVIN G. TANGAN AND MR. JULIO JOHN M. PAGGAO TOGETHER WITH THE HON. MAYOR PAGAUITAN OF SANTA MARIA, LGU STAFF, SAN AGUSTIN LGU OFFICIALS, SAN AGUSTIN LGU STAFF, AND SAN AGUSTIN BARANGAY OFFICIALS DURING THEIR DESTINATION DRY-RUN AND PHOTO-OPS DURING THE TRAINING WORKSHOP "FORMULATION OF TOURISM DEVELOPMENT PLAN AND TOURISM CODE" BENCH MARKING ACTIVITY AT SANTA MARIA, ISABELA. (03-05-22)

The Haraya Consulting Corporation provided consultancy services in the Municipality of Echague in formulating, planning and developing their long term framework in their Tourism Industry. In line with this, the Local Government Unit of Echague convenes a meeting with their tourism technical working group, and stakeholders on March 28-29, 2022 to plan their 5 years Tourism Development Plan.

The Provincial Government of Isabela thru the Isabela Tourism Office was provided technical assistance and observation to their formulation of Tourism Development Plan as they envision being the “Queen Town of Southern Isabela”.



ISABELA TOURISM OFFICE STAFF MS. MARIA ROSARIO OLIVA M. OLAÑO AND MS. ERENEAH R. DOMINGO TOGETHER WITH THE TOURISM OFFICER AND STAKEHOLDERS OF THE MUNICIPALITY OF ECHAGUE PHOTO OPTS DURING THE TRAINING WORKSHOP OF THE FORMULATION OF THEIR TOURISM DEVELOPMENT PLAN ON MARCH 28-29, 2022.



THE PROVINCIAL GOVERNMENT OF ISABELA - ISABELA TOURISM OFFICE MR. JOHN KELVIN G. TANGAN TOGETHER WITH, CABAGAN LGU OFFICIALS, LGU STAFF, AND BARANGAY OFFICIALS DURING PRESENTATION, PREPARATION AND PHOTO-OPS DURING THE "FORMULATION OF TOURISM DEVELOPMENT PLAN AND TOURISM CODE" AT MUNICIPAL SESSION HALL, CABAGAN, ISABELA. (06-22-24-22)

IV. TOURISM PRODUCT DEVELOPMENT

The development and design of Tour Package Circuit is a prerequisite to Marketing and Promotions to maximize the influx of tourists and enhance income generation of all stakeholders. To facilitate such program, the Isabela Tourism Office in cooperation with the Department of Tourism RO2, underwent series of trainings and workshop activities in preparation for the Culture, Heritage and Arts Tourism – Isabela Leg.

In connection to the said goal, the Department of Tourism and Isabela Tourism Office, and LGUs concerned gathered for the workshop on the CHAT circuit, our first ever tourism product development workshop for north and central Isabela combined, with entry at Tuguegarao Airport and exit at Cauayan City Domestic Airport, comprised of 4 days and 3 nights cultural-heritage-arts experiences.



Mr. John Kelvin G. Tangan from the Isabela Tourism Office, with Regional Tourism Officer Ms. Fanibeth T. Domingo, and STOO Ms. Lelia Blancaflor and company of the DOT, and LGU representatives from Santa Maria, Tumauni, City of Ilagan, Angadanan and Cauayan

City underwent a product development for CHAT Circuit, Isabela Leg, on December 12-13, 2022 to finalize the results of the recent time and motion activity conducted. The event was successfully carried within the given time, and shall be followed through the next workshop level which, is tour packaging scheduled by January 2023.



V. FOCUS GROUP DISCUSSION “SUSTAINABLE COMMUNITY-BASED TOURISM POTENTIAL AND DEVELOPMENT OF BARANGAY SAN MIGUEL, ECHAGUE, ISABELA IN THE NEW/NEXT NORMAL”

The Provincial Government of Isabela, through the Isabela Tourism Office participated in a one and half hours Focus Discussion (FGD) on March 15, 2022 at Skybox, San Fabian, Echague, Isabela. The activity was attended by different agencies like regional and local government representatives, non-government organizations, academe and local communities.



THE PROVINCIAL GOVERNMENT OF ISABELA - ISABELA TOURISM OFFICE PROVINCIAL TOURISM OFFICER MR. TROY ALEXANDER G. MIANO AND STAFF MR. JOHN KELVIN G. TANGAN MR. JULIO JOHN M. PAGGAO AND MR. JAYSON A. MACARUBBO TOGETHER WITH ECHAGUE LGU STAFF, SAN AGUSTIN BARANGAY OFFICIALS, ACADEME FROM ISABELA STATE UNIVERSITY – ECHAGUE AND UNIVERSITY OF SANTO TOMAS STAFF PHOTO-OPS DURING ONE AND HALF HOURS FOCUS GROUP DISCUSSION(FGD) AT SKYBOX, SAN FABIAN, ECHAGUE, ISABELA. (03-015-22)

VI. COMMUNITY-BASED TOURISM KULINARYA WORKSHOP

The Provincial Government of Isabela, through the Isabela Tourism Office participated the two days workshop on December 08-09, 2022 at Piazza Zicarelli Hotel, Upi, Gamu, Isabela. The activity was attended by Isabela Tourism Staff Mr. John Kelvin G. Tangan and Ms. Rose V. Rillon, Department of Tourism staff, Ms. Sheryl Bumatay and LGU food tourism services representatives from Santa Maria, Tumauni, City of Ilagan, Angadanan, Gamu and Cauayan City.



THE PROVINCIAL GOVERNMENT OF ISABELA, THROUGH THE ISABELA TOURISM OFFICE PARTICIPATED THE TWO DAYS WORKSHOP AT PIAZZA ZICARELLI HOTEL, UPI, GAMU, ISABELA. THE ACTIVITY WAS ATTENDED BY ISABELA TOURISM STAFF MR. JOHN KELVIN G. TANGAN AND MS. ROSE V. RILLON, DEPARTMENT OF TOURISM STAFF, MS. SHERYL BUMATAY AND LGU FOOD TOURISM SERVICES REPRESENTATIVES FROM SANTA MARIA, TUMAUNI, CITY OF ILAGAN, ANGADANAN, GAMU AND CAUAYAN CITY. (12-08-09-22)

VII. FINAL SCREENING FOR ATOP-DOT AWARDS 2022: BEST TOURISM PRACTICES OF THE PHILIPPINES

The Association together with the University of Santo Tomas Graduate School - Center for Conservation of Cultural Property and Environment in the Tropics (UST-CCCPET), the College of Tourism and Hospitality Management (CTHM), and Aurea Productions, organized and facilitate the 2022 Search for PEARL AWARDS: ATOP-DOT Best Tourism Practices of the Philippines.

The Provincial Government of Isabela, through the Isabela Tourism Office participated in the final screening for ATOP-DOT Awards 2022: Best Tourism Practices of the Philippines on September 29, 2022. The activity was attended different Local Government like provincial, city and municipal offices of the Philippines.



THE PROVINCIAL GOVERNMENT OF ISABELA - ISABELA TOURISM OFFICE PROVINCIAL TOURISM OFFICER MR. TROY ALEXANDER G. MIANO AND STAFF MR. JESUS FERDINAND C. ORDOÑEZ, MR. JOHN KELVIN G. TANGAN MR. JULIO JOHN M. PAGGAO AND MR. JAYSON A. MACARUBBO PRESENTED AND DEFENDED THE BAMBANTI FESTIVAL EVENT 2019 AND MOST OUTSTANDING TOURISM OFFICER OF THE PHILIPPINES. PHOTO-OP WITH THE PANELIST AFTER THE PRESENTATION AT THE O.P (BGPOP) BUILDING, UNIVERSITY OF SANTO TOMAS. (10-29-22)

VIII. REGIONAL TOURISM FORUM & AWARDS NIGHT (RFTAN)

The Department of Tourism, Cagayan Valley Region conducted the Regional Tourism Forum & Awards Night (RFTAN) to provide a venue for the Region's Tourism Officers and Stakeholders meet and greet and abreast about the Tourism Accomplishments of the Region from 2016 to present, under President Duterte Administration.



PROVINCIAL TOURISM OFFICER, TROY ALEXANDER G. MIANO PRESENTED THE TOURISM ACCOMPLISHMENTS IN THE PROVINCE OF ISABELA. HE ALSO HIGHLIGHTED THE TOURISM RECOVERY IN THE PROVINCE DURING THE PANDEMIC IN 2020 TO PRESENT.



PROVINCIAL TOURISM OFFICER, TROY ALEXANDER G. MIANO AND ISABELA TOURISM STAFF MS. ERENEAH R. DOMINGO TOGETHER WITH THE MUNICIPAL AND CITY TOURISM OFFICERS IN THE PROVINCE DURING THE AWARDS NIGHT, RECEIVING THE PLAQUE OF APPRECIATION FOR THE PROVINCE IN ISABELA.

IX. TOURISM ENTERPRISE FORUM



ISABELA TOURISM STAFF, KRISTINE JOY M. ORTIZ AND SHARA MAE D. RACAZA POSE FOR DOCUMENTATION WITH THE DEPARTMENT OF TOURISM REGIONAL DIRECTOR MS. FANIBETH DOMINGO, SPEAKER AND PARTICIPANTS OF THE TOURISM ENTERPRISE FORUM ON JUNE 30, 2022 AT THE HOTEL ANDREA, CAUAYAN CITY, ISABELA.

Under The Mandanas-Garcia Ruling, Local Tourism Statistics is one of the devolved functions to the Local Government Units. Thus, local government units shall collect, compile and generate tourism statistics up to the Barangay level. This training ensures that the stakeholders will be able to apply the use of standards forms required for tourism statistics collection.

The Isabela Tourism Office rendered technical assistance to the speakers and trainees during the one-day training on Tourism Enterprise Forum conducted by the Department of tourism Region 02. This training is given to the staff in charge of tourism statistics in all accommodation establishments in the Province of Isabela.

X. ORIENTATION ON TOURISM DEVELOPMENT PLAN AND TOURISM CODE TOOLKIT

The Department of Tourism Region II in coordinated efforts of the Provincial Government of Isabela conducted an Orientation on Local Tourism Development Planning and Local Tourism Code (LTC) Toolkit for the LGU's of the Province.



ISABELA PROVINCIAL GOVERNMENT - ISABELA TOURIST OFFICE MS. MARIA ROSARIO OLIVA M. OLAO WILL SERVE AS A JUDGE FOR THE 2022 SAN MANUEL CARIADA FESTIVAL AT THE SAN MANUEL COMMUNITY CENTER, MUNICIPAL GROUND, SAN MANUEL, ISABELA. THE COMPETITION'S GOAL IS TO HIGHLIGHT THE MUNICIPALITY'S AGRICULTURAL AND CULTURAL GOODS, AS WELL AS ITS RICH CREATIVITY IN ARTS AND CRAFTS. (06-21-22)

XI. INTEGRATED BAR OF THE PHILIPPINES- ISABELA TOUR

The Integrated Bar of the Philippines (IBP) convened its Northern Luzon Regional Convention with the theme “Looking Back with Pride, Moving Forward with a Purpose” last December 1, 2022 at Isabela Convention Center, Cauayan City, Isabela. It is a four-day affair celebrating the achievements and milestones of the profession and an avenue to be reminded of the oath our lawyers have taken to be a full-pledged.

IBP Regional Officers respectfully requested assistance of the Isabela Tourism Office to tour around the Province of Isabela. Due to limited time, only few tourist spots were visited including: San Pablo Church, San Matthias Parish Church, Japanese Tunnel, Giant Butaka, Queen Isabela Park and Meraki Garden.



THE ISABELA TOURISM OFFICER MR. TROY ALEXANDER G. MIANO AND HIS STAFF, TOGETHER WITH THE INTEGRATED BAR OF THE PHILIPPINES DELEGATES DURING THE ISABELA TOUR LAST DECEMBER 4, 2022.

XII. ORIENTATION ON TOURISM DEVELOPMENT PLAN AND TOURISM CODE TOOLKIT

Calls for the formulation of Tourism Development Plans in the Province, the Isabela Tourism Office requested a technical expertise to the Department of Tourism to help and guide the Municipalities/Cities and Province to formulate the Tourism Codes and Tourism Development Plans.

The request was approved by the Department of Tourism, Office of the Tourism Development Planning and conducted a coaching and mentoring session for the Local Tourism Development Planning and Local Tourism Code (LTC) Toolkit for the LGU’s of the Province of Isabela on October 25 – 26, 2022. This Workshop Seminar seeks to build a blueprint for Tourism Programs as well as upscale the implementation of tourism endeavors through a focused, prioritized approach designed to be a competitive, sustainable and inclusive tourism operations.



THE ISABELA TOURISM STAFF MS. NATALIE BC. ALMAZAN, MS. MA. ROSARIO OLIVA M. OLAÑO, MS. ERENEAH R. DOMINGO, MS. KRISTINE JOY M. ORTIZ ASSISTING AND GUIDING THE PARTICIPANTS DURING THE TDP AND LTC WORKSHOP OCTOBER 25 - 26, 2022 AT MENGAL WOMEN'S CENTER, ECHAGUE, ISABELA.



THE PROVINCIAL TOURISM OFFICER, DR. TROY ALEXANDER G. MIANO IN PHOTO-OPS TOGETHER WITH THE DEPARTMENT OF TOURISM (OTDPRIM) SPEAKERS MS. MYLENE D. TALANA CARMINHA GARCIA, MS. LEILA BUENCAFLOR (DOTR2 - STOO), AND ISABELA TOURISM STAFF MS. NATALIE BC. ALMAZAN, MS. MA. ROSARIO OLIVA M. OLAÑO, MS. ERENEAH R. DOMINGO, MS. KRISTINE JOY M. ORTIZ AND THE PARTICIPANTS DURING THE ORIENTATION ON TDP AND LTC ON OCTOBER 25 - 26, 2022 AT MENGAL WOMEN'S CENTER, ECHAGUE, ISABELA.

XIII. BAMBANTI FESTIVAL 2023 1ST SERIES OF DANCE CHOREOGPRAHY WORKSHOP AND SITE INSPECTION FOR THE PROPOSED VENUE OF QUEEN ISABELA 2023

The Province of Isabela is hands on with the preparation of the Bambanti Festival 2023 set to happen on January 20 – 28, 2023. This year’s theme is “ISABELA SA BAGONG KINABUKASAN” (ISABELA IN THE NEW FUTURE).

This preparation includes different series of dance choreography as part of the festival highlights which is the Bambanti Festival Street Dance Competition. It is a competition among the LGUs showcasing in dance movements with an advocacy for agricultural progress and environment protection and conservation with Bambanti as the focal reference and unifying element.



THE PROVINCIAL TOURISM OFFICE AS THE BAMBANTI SECRETARIATS MS. ERENEAH R. DOMINGO, MR. JOE VINCENT R. BATOON, MR. JOHN KELVIN G. TANGAN, MS. KRISTINE JOY M. ORTIZ, MS. WILMA C. MATA, AND MS. ROSE V. RILLON WAS ASSIGNED TO FACILITATE THE 1ST SERIES OF DANCE WORKSHOP AT ISABELA MULTI – PURPOSE EVACUATION CENTER, PROVINCIAL GOVERNMENT OF ISABELA, ALIBAGU, CITY OF ILAGAN, ISABELA ON SEPTEMBER 20 – 23, 2022 WITH 19 LGUS AS THE PARTICIPANTS.

During the first coordination meeting, Dr. Miano proposed a venue for the Queen Isabela 2023 swimsuit pictorial at Sunland Espidol Farm, Brgy. Ambatali, Ramon, Isabela. On September 23, 2023, Direk Leonilo Agustin , Direk Monino Duque, Dr. Troy Alexander G. Miano and the secretariats Ms. Ereneah R. Domingo, Mr. Joe Vincent R. Batoon and Ms. Rose V. Rillon conducted an ocular inspection to examine and create a plan for the pictorial.



DIREK NILO, DIREK MONINO, DR. TROY AND SECRETARIATS DURING THE INSPECTION OF SUNLAND ESPIDOL FARM, AMBATALI, RAMON, ISABELA ON SEPTEMBER 23, 2022.