	<b>ISABELA TOURISM OFFICE</b>		<b>FEBRUARY</b>
			<b>MONTH</b>
	<b>Accomplishment Report</b>		<b>2023</b>
			<b>YEAR</b>



### **I. DOT ACCREDITATION OF TOURISM ENTERPRISE**

<b>NAME OF FACILITY/SERVICE**</b>	<b>CATEGORY (PRIMARY OR SECONDARY)</b>	<b>LOCATION</b>	<b>DATE OF ACCREDITATION</b>
<i>No available data from DOT</i>			

### **II. OTHER PROGRAM/PROJECT/ACTIVITY**

<b>PROGRAM/PROJECT/ ACTIVITY</b>	<b>PROJECT DESCRIPTION</b>	<b>STATUS/REMARKS/ ACCOMPLISHMENT</b>
30th Travel Tour Expo 2023	The Philippine Travel Agencies Association (PTAA) organized the 30th edition of the Travel Tour Expo (TTE 2023) at SMX Convention Center in the Mall of Asia Complex in Pasay City on February 3–5, 2023. As we revitalize travel tourism, the three-day event with the theme "A better and stronger future of travel is HERE". The Province of Isabela is one of those who took part in the exhibition showcasing the different tourist attractions in the Province through brochures/ leaflets.	Isabela Tourism Office was represented by Ms. Maria Rosario Oliva M. Olaño and Mr. John Kelvin G. Tangan to the three-day Travel Tour Expo.
Tourism Destination and Enterprises Assessment of Quezon, Isabela	The Provincial Government of Isabela through the Isabela Tourism Office conducted pre-accreditation assessment activities in the municipality of Quezon on February 10, 2023 to ignite the fire of the tourism in the destinations and enterprises, operations in the new normal were given to help them come up with their community-based plans.	The ITO activities involved were assessment of existing sites, discovery and/or inspection of potential areas, referral for ready destinations, and familiarization of present areas. Testing and critiquing of products and by – products were also integrated in the activity including mobilization observation and try out. ITO also conducted validation and monitoring for purposes of tourism management and arrivals generation.

DENR Consultation with Civil Society	Implementation of the various programs and projects of the Provincial Environment and Natural Resources Office, where Isabela Tourism Office was invited, were scheduled consultation and presentation of the proposed programs, projects, and activities of the PENRO being part of the Eco Tourism management Plan Technical Working Group on February 21, 2023. The meeting provided solidarity mechanism and promoted multi-sectoral and participatory approach involving all stakeholders towards more environment – friendly and viable projects.	Ms. Rodamae L. Allam and Ms. Ereneah R. Domingo attended the one-day consultation meeting representing ITO.
Familiarization Trip of Isabela Culture, Heritage and Arts Tourism	<p>The Isabela Culture, History and Arts Tourism Circuit was organized by the Department of Tourism Region 2 and UP-AIT with the brand: Majestic Isabela, Your Journey to a Glorious Past. It composed of selected activities, histories and destinations from Santa Maria, Cabagan, Tumauni, City of Ilagan, Gamu, Alicia, Angadanan, Cauyan. Said areas were subjected to Tourism Product Development series of activities.</p> <p>The Familiarization trip of the new tourism circuit in the Province of Isabela is part of the Tourism Product Development Cycle to feature the many product offerings now available in the Province of Isabela. Additionally, this will compel the various partner organizations and tourism stakeholders aware of the elements that make up the tourism circuit.</p>	Isabela Tourism Office staff Ms. Natalie B. Almazan, Ms. Maria Rosario Oliva M. Olaño, Mr. John Kelvin G. Tangan, and Ms. Kristine Joy M. Ortiz, together with the DOT R02 personnel, travel agencies, media and LGU representatives underwent Familiarization Trip of Isabela Culture, Heritage, and Arts Tourism (CHAT) Circuit on February 21 – 23, 2023.
Team Building and Benchmarking	The Bambanti Festival 2023 secretariat together with selected staff of the Isabela Tourism Office and Queen Isabela 2023 Candidates gathered together for Team Building and Benchmarking activities in La Union and Ilocos Norte, and Ilocos Sur on February 24 – 26, 2023. This aimed to enhance the capacity of the tourism employees to come up with better service provision and acquire the best practices of the province in tourism management.	Through this three-day benchmarking activity, the ITO employees observed the tourism marketing strategies of the Province of La Union and immersed in the rich history and innovative initiatives on culture, arts, and tourism of Ilocos. These learnings and experiences will serve as a guide into the day-to-day and future transactions and activities of the Isabela Tourism Office.

Celebrated the National Arts Month 2023	The Isabela Museum and Library staff conducted exhibit for the celebration of National Arts Month 2023 with the theme "Ani ng Sining, Bunga ng Galing" at the lobby of IML on March 10.	Displayed exhibit at the lobby.
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