

	ISABELA TOURISM OFFICE	JUNE
		MONTH
	Accomplishment Report	2023
		YEAR


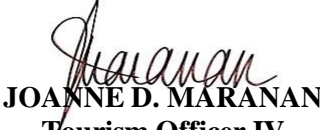
I. DOT ACCREDITATION OF TOURISM ENTERPRISE

NAME OF FACILITY/SERVICE**	CATEGORY (PRIMARY OR SECONDARY)	LOCATION	DATE OF ACCREDITATION
HOTEL DONA JUANA	PRIMARY	LINGALING TUMAUNI	14-Jun-23

II. OTHER PROGRAM/PROJECT/ACTIVITY

PROGRAM/PROJECT/ACTIVITY	PROJECT DESCRIPTION	STATUS/REMARKS/ACCOMPLISHMENT
Tourism Product Development Workshop	The Department of Tourism, Region 2, conducted a Tourism Product Development Workshop for the new tourism circuit of Isabela. The event took place from June 6-9, 2023 at the Ilagan City Hotel, City of Ilagan, Isabela. The workshop aimed to harness the tourism potential of the province and create unique and sustainable experiences for both domestic and international visitors. The Isabela Tourism Office represented by Ms. Joanne D. Maranan and Ms. Natalie B. Almazan, City and Municipal Tourism Officers of the selected towns in the province of Isabela attended the workshop. With an atmosphere of enthusiasm and cooperation, meaningful discussions, knowledge sharing, and brainstorming sessions fostered the development of an exciting tourism circuit for the province.	The tourism circuit development workshop included onsite assessment and validation to the areas/sites identified by the participants to be part of the circuit. This includes the Cities of Cauayan and Ilagan and the towns of Angadanan, San Mariano, Reina Mercedes, Tumauni, San Pablo, Cabagan, Santa Maria, Quezon, Mallig, and Cabatuan.

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Tour Package Development and Delivery Seminar	<p>Tour Packaging Delivery Workshop Seminar is a requirement for product development. This process ensures the readiness of the destination before its promotion. In connection with the said goal, the Department of Tourism, Isabela Tourism Office and LGU representatives from the City of Santiago and municipalities of San Agustin, Jones, Ramon, Echague, Alicia, San Mateo and Tour operators gathered together for the new tourism circuit of the Province of Isabela dubbed as "Majestic Isabela: Your fun Farm AdvenTOUR".</p>	<p>The Provincial Government of Isabela - Isabela Tourism Office staff Ms. Maria Rosario Oliva M. Olaño together with the LGU representatives underwent Tour Package Development and Delivery Seminar held last June 6-8, 2023.</p>
Promotional documentation with assessment, validation, and monitoring of tourist destinations and cultural practices	<p>The Provincial Government of Isabela thru the Provincial Information Office and the Isabela Tourism Office shall come up with the flagship promotional documentation as well as assessment, validation and monitoring of tourist destinations and cultural practices in the Province of Isabela. The team was able to cover the following:</p> <p>Santa Maria, Isabela on June 15, 2023 - Gigantic Banga, Ibanag pottery making.</p> <p>Divilacan and Maconacon, Isabela on June 21-25, 2023 - Divilacan's and Maconacon's coves and beaches, waterfalls, Dilakit Hanging Bridge, the crocodile and wildlife sanctuary and their cultural dances and practices. It also included documentation of the Agtas and Dumagats, locally designed cooking practices for fish and festival celebrated yearly, were documented.</p> <p>Palanan, Isabela on June 26 - 30, 2023 - Dicotcotan Beach, MV Karagatan Marker, Saint Mary Magdalene Church, Aguinaldo Shrine, Selpet River, Blue Lagoon, and the Weavers of Sabutan.</p>	<p>The Isabela Tourism Office staff assisted the Provincial Information Office and coordinated with the Tourism Officers for the audio-video promotional documentation, the ITO staff also successfully conducted assessment, validation, and monitoring of tourist destinations.</p>
Water Search and Rescue Training Documentation	<p>The Provincial Disaster Risk and Reduction Management (PDRRM) conducted Water Search and Rescue for community guides and front liners of San Agustin, Isabela on June 29-30, 2023. The training provided the trainees with proper skills in search and rescue that will prepare the tour guides and the community for the booming of tourism in the municipality.</p>	<p>The Isabela Tourism Office staff Mr. Joe Vincent R. Batoon assisted the Provincial Information Office and San Agustin tourism staff for photo documentation of the Water and Search Rescue Training (WASAR) in San Agustin, Isabela.</p>

<p>Filipino Brand of Service Excellence (FBSE) Seminar</p>	<p>The Filipino Brand of Service Excellence (FBSE) aims to standardize the Filipino brand of service among all tourism stakeholders in the Philippines. The Department of Tourism of Region 2 conducted training on the FBSE at the Mengal Women Center's Function Hall, San Fabian, Echague, Isabela on June 16, 2023. This training program was attended by Echague tourism stakeholders: Mengal Women Organization, Inc., Tupig makers, Tricycle Drivers Associations, Food and Beverage Association, Tour Guides of San Miguel, and hotel owners. The one-day seminar included trainings on the 7Ms of Filipino brand of service, proper handling of guests and complaints.</p>	<p>Ms. Joanne D. Maranan, Tourism Officer IV attended the Filipino Brand of Service Excellence (FBSE) Seminar.</p>
<p>Tinig ng Sierra Madre sa Dinapigue</p>	<p>The Provincial Government of Isabela thru the Isabela Coastal Development Office, Environmental and Natural Resources Office, Provincial Youth Development Office and Isabela Tourism Office spearheaded the Tinig ng Sierra Madre a Forum on Environmental Protection in Dinapigue, Isabela held on June 30, 2023. The activity was also part of the observance of National Environment Month.</p>	<p>Ms. Joanne D. Maranan, Tourism Officer IV and Ms. Wilma C. Mata, Administrative Aide II of the Isabela Tourism Office participated in the Tinig ng Sierra Madre Forum in Dinapigue. Aside from the forum, tree planting and coastal clean-up activities were done.</p>
<p>125th Philippine Independence Day Celebration</p>	<p>The Isabela Museum and Library staff adorned and decorated the façade and lobby of the ground floor of the IML with display of Philippine flaglets. A mini exhibit was also prepared; the centerpiece is the panel board of Tilamsik ng Liwanag Exhibit from NCCA - commemorating the independence of Filipinos from Spain in 1898.</p>	<p>The exhibit was posted on the Isabela Tourism Office Facebook page and still available for viewing at IML until July 15, 2023.</p>
<p>DILG- Regional Assessment Team (RAT) SGLG Evaluation and Assessment</p>	<p>The Isabela Tourism Office - Isabela Museum and Library representatives presented to the RAT Assessors the SGLG documents for Tourism, Heritage Development, Culture and the Arts held on June 20, 2023 at the Balai, Capitol Compound, City of Ilagan, Isabela.</p>	<p>The DILG RAT congratulated the Provincial Government of Isabela thru the Isabela Tourism Office for passing the Regional Assessment with a perfect score for all the requirements to comply for Tourism, Heritage Development, Culture and the Arts.</p>
<p>PREPARED BY:</p>		<p>CERTIFIED CORRECT:</p>
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