

	ISABELA TOURISM OFFICE	JULY
		MONTH
	Accomplishment Report	2023
		YEAR

I. DOT ACCREDITATION OF TOURISM ENTERPRISE



NAME OF FACILITY/SERVICE**	CATEGORY (PRIMARY OR SECONDARY)	LOCATION	DATE OF ACCREDITATION
ALTAMEHA KITCHENETTE	SECONDARY	BALIGATAN, CITY OF ILAGAN	25-Jul-23
PARKWINGS RESTAURANT	SECONDARY	BALIGATAN, CITY OF ILAGAN	25-Jul-23

II. OTHER PROGRAM/PROJECT/ACTIVITY

PROGRAM/PROJECT/ ACTIVITY	PROJECT DESCRIPTION	STATUS/REMARKS/ ACCOMPLISHMENT
10th Mannalon Festival	The 10th Mannalon Festival of Cordon was held on July 1-4, 2023 to commemorate and give thanks for the bountiful harvest of the farmers. On July 3, the Street Dance competition and showdown was held. The Street Dance Showdown was the highlight of the competition as each group performed dances showing the history and culture of Cordon.	Ms. Joanne D. Maranan graced the celebration as one of the board of judges during the 10th Mannalon Festival Street-dance and parade competition on July 3, 2023 in Cordon, Isabela
Local Public Transport Route Plan (LPRRP) Formulation Mentoring and Workshop	The Department of Transportation Central Office conducted a three-day mentoring workshop to the Local Public Transport Route Plan (LPRRP) technical working group of the Province of Isabela on July 5-7, 2023 at the Piazza Zicarelli, Gamu, Isabela. The activity was a multi-level strategic mentoring workshop to formulate Isabela's LPTRP in accordance with existing policies, and in consideration of infrastructure development plans	The seminar-workshop was attended by Isabela Tourism Office thru Ms. Natalie B. Almazan.

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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>San Mariano, Isabela on July 6-7, 2023 – Amisan Falls, Marannao SWIP Dam, and Burubur Falls and Rock Formations.</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.
Isabela Tourism Developments	Isabela Tourism Office Acting Head, Ms. Joanne D. Maranan had a meeting with the Honorable Vice Governor Faustino G. Dy III for the updates on tourism circuits and discussed matters pertaining to tourism in the Province of Isabela.	The Honorable Vice Governor was delighted with the tourism updates and gave an assurance to support the progress of the Tourism in Isabela.
Local Tourism Development planning, Basic Tourism Statistics Training and Local Tourism Code Orientation	<p>The Department of Tourism of Region 2 conducted series of training on July 10-14, 2023 held at Basco, Batanes. The five-day training included 3 training programs that were conducted by accredited trainers from DOT Central Office, trainings conducted were Local Tourism Development Planning, Basic Tourism Statistics Training and Local Tourism Code Orientation.</p> <p>As the workshops were conducted, some tools, guidelines and sample templates and formats were provided. The training on Basic Tourism Statistics aimed to guide the tourism officers on the tourist demand and supply data that would also be helpful in formulating the tourism development plan. Included in the training are the reports that are required by DOT for regular submission. SGLG indicators for 2024 were also discussed with the group.</p>	Ms. Joanne D. Maranan, Tourism Officer IV attended the five-day training on Local Tourism Development planning, Basic Tourism Statistics Training and Local Tourism Code Orientation.

<p>Institutionalization of ATOP – Cagayan Valley Chapter</p>	<p>The Department of Tourism (DOT) hosted the institutionalization of the Association of Tourism Officers of the Philippines (ATOP) Cagayan Valley Chapter which was officially named as the Cagayan Valley Tourism Officers Association (CVTOA) on July 19, 2023 at Altasco Bistro, Tuguegarao City, Cagayan. ATOP is a prestigious professional organization dedicated to advancing the interests of tourism officers and practitioners across the Philippines. With a commitment to fostering collaboration, sharing best practices, and enhancing the skills and knowledge of its members, ATOP plays a vital role in elevating the tourism sector nationwide.</p>	<p>The institutionalization of the Cagayan Valley Tourism Officers Association (CVTOA) also included the election of its pioneer officers, wherein Ms. Joanne Dy Maranan, Tourism Officer IV was elected as President.</p>
<p>Regional Eco-Tourism Council Meeting</p>	<p>The Regional Ecotourism Council (REC) was created to conserve, preserve and promote the ecotourism sites in the Cagayan Valley. RED Gwendolyn Bambalan presided over the meeting which was attended by representatives from the different LGUs of the region, tourism officers, ENRO/PENRO/MENRO representative, DILG and DOT. The National Ecotourism Strategies were discussed by DOT, as well as the launched and pipeline tourism circuits for Region 2. Also discussed was the current status of ecotourism in Penablanca, Cagayan.</p>	<p>Ms. Joanne D. Maranan, Tourism Officer IV attended the Regional Eco-Tourism Council on July 20, 2023 at DENR Regional Office, Carig Sur, Tuguegarao City</p>
<p>Tourism Worcs - Online Orientation on Expanded Anti-Trafficking in Persons Acts of 2022</p>	<p>The Isabela Tourism Office and Isabela Museum and Library staff attended the online orientation on Expanded Anti-Trafficking in Persons Act of 2022 via Zoom on July 21, 2023 conducted by DOT Region 2. This webinar is in support to the National Anti-Trafficking in Persons Awareness Month and World Day against Trafficking in Persons 2023 with the theme, "Reach every victim of trafficking, leave no one behind".</p>	<p>The IML staff attended on the Online Orientation and received certificate of participation.</p>

125th Philippine Independence Day Celebration	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.	The exhibit was posted on the Isabela Tourism Office Facebook page and still available for viewing at IML until July 15, 2023.
ATOP-DOT Pearl Award 2023 Best Program for the Culture and the Arts Award	The Isabela Tourism Office - Isabela Museum and Library prepare the necessary documents to bid for this year's 2023 Association of Tourism Officers of the Philippines (ATOP) 2023 Pearl Awards under the category - Best Program for Culture and the Arts ATOP - Pearl Awards aims to recognize outstanding initiatives that promote and preserve the country's rich cultural heritage and foster creativity and innovation in the arts.	On-going preparation of bid entry to be submitted on August 15, 2023.
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