

	<b>ISABELA TOURISM OFFICE</b>	APRIL
		<b>MONTH</b>
	<b>Accomplishment Report</b>	2024
		<b>YEAR</b>

### I. DOT ACCREDITATION OF TOURISM ENTERPRISE

NAME OF FACILITY/SERVICE**	CATEGORY (PRIMARY OR SECONDARY)	LOCATION	DATE OF ACCREDITATION
RVJ TOURS	PRIMARY	20 EVERLASTING ST. ROSARIO, SANTIAGO CITY	08 April, 2024
AALIYAH TRAVEL AND TOURS	PRIMARY	20 EVERLASTING ST. ROSARIO, SANTIAGO CITY	26 April, 2024
SAND GARDEN PLAYGROUND (LAST REGNANT LEISURE HUB)	SECONDARY	SANTA CRUZ, SAN MANUEL	18 April, 2024
BABA LEO'S SHAWARMA AND ARABIC RESTAURANT (LAST REGNANT LEISURE HUB)	SECONDARY	PUROK 4, SANTA CRUZ, SAN MANUEL	08 April, 2024
LINONG BAR AND RESTAURANT	SECONDARY	PUROK 1, BRGY. LUNA, QUIRINO	24 April, 2024
MAHARAJA FOOD CORP.	SECONDARY	BULAN STREET, BALIGATAN, CITY OF ILAGAN	08 April, 2024
MARCO PAULO CAFÉ AND RESTAURANT	SECONDARY	FNDY BLVD., SAN FERMIN, CAUAYAN CITY	18 April, 2024
NORTHERN BREW CAFÉ	SECONDARY	JHU GOLDEN GRAINS CENTER BLDG. BRGY. BALIGATAN, CITY OF ILAGAN	23 April, 2024
OTEP'S TINUNO	SECONDARY	DON LUCAS BANIGAN ST. SAN FERMIN, CAUAYAN CITY	08 April, 2024
RAM'S FOOD HUB	SECONDARY	BAGUMBAYAN, CITY OF ILAGAN	26 April, 2024
TAGPUAN GRILL AND RESTO BAR	SECONDARY	DARAMUANGAN SUR, SAN MATEO	08 April, 2024

### II. OTHER PROGRAM/PROJECT/ACTIVITY

PROGRAM/PROJECT/ ACTIVITY	PROJECT DESCRIPTION	STATUS/REMARKS/
Meeting regarding Magat Dam Eco Park Plans	During the latest Integrated Tourist-Oriented Police for Community Order and Protection (ITOPCOP) Training, various tourism concerns were discussed, and our office received valuable input regarding issues and suggestions related to Magat Dam at Ramon, Isabela. This was related to NIA for their action.	The meeting was attended by Ms. Joanne D. Maranan, the Provincial Tourism Officer to resolve issues and ensure that Magat remains one of the top tourist attractions in Isabela. They discussed strategies for enhancing its appeal and addressing any challenges it may face in maintaining its status.
PLUC review the CLUP of San Pablo, Isabela	The Provincial Land Use Committee (PLUC) convened a review and assessment of the Comprehensive Land Use Plan (CLUP) of the Municipality of San Pablo. This involved an in-depth analysis of various factors such as infrastructure development, environmental concerns, and economic trends to ensure the plan aligns with current and future needs of the municipality.	Provincial Tourism Officer Ms. Joanne D. Maranan, along with the PLUC members, attended the review for the CLUP of San Pablo, Isabela.

Tourism Promotions Board	Tourism Promotions Board personnel, Ms. Cherry Miano, along with Provincial Tourism Officer, Ms. Joanne D. Maranan, discussed proposed activities including a Youth Camp across four coastals of the province, a film festival highlighting the province's wonders, and the Philippine Tourism Motorcycle initiative.	The plans are still being finalized.
Gakit Fluvial Parade 2024	<p>The Gakit is made out of Bamboo that is tied together using ropes. This symbolizes unity, harmony, cooperation, strength, and endurance of the people of Angadanan.</p> <p>Gakit Festival reminds the people of Angadanan of their traditions on how they lived their lives before, and how grateful they are on how they have progressed as a Municipality. The festival highlight the Fluvial Parade, featured 15 bamboo rafts adorned with intricate designs, reflecting the artistic talents of the participants and the cultural essence of Angadanan.</p>	Provincial Tourism Officer Ms. Joanne D. Maranan attended and witnessed the Fluvial Parade that symbolizes of local ingenuity.
Isabela Tourism Development Plan	The second draft of the ITDP was presented to the working committee for their final thoughts, suggestions, and comments, aiming to refine and ensure the plan's accuracy, reliability, and alignment with stakeholders' needs and objectives.	ITDP is nearing completion and will soon be sent out to the Technical Working Group for feedback and comments.
Staff Meeting	<p>Staff convened to discuss the activities and assignments of committees for the upcoming celebration of Isabela Day 2024.</p> <p>During the meeting, staff actively participated in sharing their ideas to ensure the success of this two-day event. It was highlighted that the ITO will play a crucial role in the preparation of "Isabela's Got Talent," scheduled for June 2024.</p> <p>Additionally, discussions included plans for upcoming tourism events and activities, as well as addressing concerns regarding workflow management.</p>	Presided by the Provincial Tourism Officer Ms. Joanne Dy Maranan at the Isabela Tourist Information and Assistance Center in conjunction with the ITO-IML staff.
Isabela Tourism Development Plan	The second draft of the ITDP was presented to the working committee for their final thoughts, suggestions, and comments, aiming to refine and ensure the plan's accuracy, reliability, and alignment with stakeholders' needs and objectives.	ITDP is nearing completion and will soon be sent out to the Technical Working Group for feedback and comments.

<p>Gawagaway-yan Festival</p>	<p>Gawagaway-yan Festival is a yearly event that celebrates the abundant harvest of their dedicated farmers and fisherfolk. Among its highlights are the Drum and Lyre Competition, Streetdance Competition, Showdown, and Mutya ng Cauayan pageant, which honors women who advocate for awareness and inspire their community.</p>	<p>Provincial Tourism Officer Ms. Joanne D. Maranan participated as a member of the Board of Judges for Mutya ng Cauayan 2024, Drum and Lyre Competition and Streetdance and Showdown.</p>
<p>Releasing of Philippine Crocodile and Site Assessment of Dunoy Lake Philippine Crocodile Sanctuary</p>	<p>The Mabuwaya Foundation conducted the releasing of juvenile Philippine Crocodiles and site assessment of Dunoy Lake, Philippine Crocodile Sanctuary. This activity aims to the protection of the Philippine Crocodile as well as its fresh water habitat. The Philippine Crocodiles are nurtured at the Rearing Station of the Philippine Crocodile Conservation Center (PCCC) before they are released back to their natural habitat to ensure higher survival rate for this endangered species. Site assessment of Dunoy Lake, a potential tourist destination, was also done. This was followed by a short debriefing with the participants to get feedback on the areas for improvement and community-based plans and required preparations for the tourism development, operations and promotions of Sitio Dunoy.</p>	<p>The Isabela Tourism Officer, Ms Joanne D. Maranan together with the staff Mr. Jayson A. Macarubbo and Mr. John Kelvin G. Tangan participated in releasing Philippine Crocodile and site assessment of Dunoy Lake Philippine Crocodile Sanctuary. The feedback for assessing will be soon sent out to the LGU of San Mariano for future operations and development.</p>
<p>Awarding of Outstanding Women Leaders in Isabela</p>	<p>The Provincial Tourism Officer was recognized by JCI Senate Isabela for her dedication, acknowledging her as one of the outstanding women leaders in Isabela who have shattered the proverbial glass and exhibited exemplar excellence.</p>	<p>Provincial Tourism Officer Ms. Joanne D. Maranan joined the Awarding of Outstanding Isabela Women Leaders and 2nd Isabela Women's Forum to celebrate her victory alongside fellow attendees.</p>
<p>Taiwan Mission to the Philippines demonstration farm in Tarlac</p>	<p>The Taiwan Technical Mission has constructed a demonstration farm in Tarlac, with the aim of assisting local farmers to become more efficient and competitive. Additionally, they have shared their initiative of establishing a demonstration farm to enhance agricultural production and boost the income of farmers.</p>	<p>Provincial Tourism Officer Ms. Joanne D. Maranan visited the Taiwan Mission of the Philippines demonstration farm at Tarlac.</p>
<p>Queen of Danggayan</p>	<p>Queen of Danggayan as part of the Quezon's festivity which a competition where contestants showcase their various talents, beauty, and personality traits to vie for titles, with the aim of embodying poise, grace, charisma, and uniqueness of these beautiful girls.</p>	<p>Provincial Tourism Officer Ms. Joanne D. Maranan attended as the Chairman of the Board of Judges for Queen of Danggayan at Quezon, Isabela.</p>

Earth Day	The Provincial Government of Isabela joined the nation in the 54th celebration of Earth Day. Earth Day is a jubilant ode to our planet's resilience and collective efforts toward its preservation. Earth Day served not only as a moment of reflection but as a catalyst for lasting change, igniting a global movement toward a greener and more sustainable future.	The PGI thru Isabela Tourism Office and Isabela Museum and Library launched an exhibit titled "Flora and Fauna of Isabela".
Filipino Food Month	The Provincial Government of Isabela (PGI) enthusiastically joined the nationwide celebration of Filipino Food Month with the theme "Kalutong Filipino, Lakas ng Kabataang Makabago." This year's focus is on promoting, preserving, and transmitting the rich culinary heritage of the Philippines to present and future generations, while also extending support to farmers, fishermen, and other agricultural and aquacultural communities.	ITO launched a video that highlighted the Makan ken Mainum competition, a highlight of the recent Bambanti Festival 2024. This event showcased a diverse array of delectable recipes crafted from locally sourced ingredients from various towns across the province, emphasizing Isabela's vibrant culinary scene and its commitment to celebrating Filipino cuisine.
Cariada Festival	Rice farming is the main source of livelihood in the town of San Manuel. The tradition of carrying cavans of rice from the farm going to the "camalig" was made possible with a carabao-pulled sled or a two-wheeled cart (cariton). A feast is usually prepared and tendered by land owners to their kargadores and tenants and it's their humble way to thank the Lord for a bountiful harvest.	Provincial Tourism Officer Ms. Joanne D. Maranan attended the Cariada Festival at San Manuel, Isabela
LTPRP Core Group meeting	The LPTRP team is actively working to comply with House Bill No. 4823, which is focused on implementing a fair and rational Public Utility Jeepney (PUJ) modernization program. This initiative aims to provide transitional aid to PUJ drivers, operators, and stakeholders by allocating funds accordingly. As part of this significant initiative, a rigorous seven-day process was undertaken to collate and survey data through boarding and alighting procedures, ensuring comprehensive data collection for informed decision-making. The results were diligently presented and discussed with the Technical Working Group for finalization.	LPTRP and TWG were in the process of detailing and finalizing the results.
Isabela Day 2024 Preparation	The Provincial Government of Isabela held a meeting at GFNDY on April 22, 2024, to strategize for the forthcoming celebration of Isabela Day, scheduled for May 10-11, 2024. The meeting agenda encompassed detailed discussions on event activities such as Thanksgiving Mass, Awarding of Ceremony for Outstanding Achievers, Isabela's Got Talent, Off-Road Show, and Grand Concert and the allocation of committees to ensure a smooth and successful celebration.	Presided over by Hon. Vice Governor Bojie Dy III.

Pagay Festival Makan ken Mainum	"Balitok," derived from the Ilocano word for gold, symbolizes Alicia's Golden Era. This annual festivity honors the relentless dedication of municipal leaders and the industrious spirit of Alicianos, united in their pursuit of a brighter future for Alicia. The activities include Pammadayaw Kadagiti Mannalon, Farmer's Congress, Queen Pa-Gay Ti Alicia, Singing Idol Season 3, Festival Dance Showdown, and Makan ken Mainum.	Provincial Tourism Officer Ms. Joanne D. Maranan witnessed the local cuisine of Alicia during the Makan ken Mainum competition.
Tourist Destination Assessment	The Tourism Assessment efficiently gathers data for development planning using various evaluation methods. This encompasses evaluating current sites, pinpointing potential areas, and suggesting destinations. Product testing, transport observation, and trial runs are integral components of the process, conducted at Sally's Integrated Farm, Philippine Foremost Milling Corporation, Universal Leaf, Casa De Tierra Farm and Resort, Our Lady of the Peace Parish, FJC Integrated Farm Inc., Bato Art Statue, Our Lady of Visitation Parish, and St. Vincent Ferrer Parish Church.	The Isabela Tourism Office staff conducted tourism site assessments and onsite validations. Feedback reports were prepared and submitted to the respective towns for further improvement, enhancement or reference.
Maintains implementation of preventive measures due to Covid-19 disease.	The Isabela Museum and Library staff maintains preventive measures such as sanitizing government facilities and clean-up drive in the IML to prevent the spread of Covid-19 disease.	Highly observed preventive measures during office hours.
Library Service/Program	For the month, we have a total of 461 readers for the library.	Assisted readers
Museum Service/Program	A total of 47 museumgoers visited the museum.	Completed tour
Celebrated Buwan ng Panitikan 2024	The Isabela Museum and Libray staff with immersionists from Isabela National High School mounted an exhibit for the celebration of Buwan ng Panitikan 2024 with the theme "Ang Panitikan at Kapayapaan".	Mounted an exhibit
PREPARED BY:	CHECKED BY:	
(SGD.) JESUS FERDINAND C. ORDOÑEZ Museum Researcher II	(SGD.) JOANNE DY MARANAN Provincial Tourism Officer	
(SGD.) YRIS L. CERALDE Administrative Aide III		