	ISABELA TOURISM OFFICE	MARCH
		MONTH
	Accomplishment Report	2024
		YEAR

I. DOT ACCREDITATION OF TOURISM ENTERPRISE

NAME OF FACILITY/SERVICE**	CATEGORY (PRIMARY OR SECONDARY)	LOCATION	DATE OF ACCREDITATION
MAXIMILIAN HOTELS AND RESORTS, INC.	PRIMARY	DISTRICT I, CAUAYAN CITY	05 MARCH, 2024
LOFTY HAVEN CAFÉ	SECONDARY	OSMEÑA, CITY OF ILAGAN	01 MARCH, 2024
OPEPS HARDIN RESTAURANT	SECONDARY	GOV.F.N.DY BOULEVARD, SAN FERMIN, CAUAYAN CITY	19 MARCH, 2024
DROLLY'S HOLISTIC THERAPY CENTER	SECONDARY	JHU GRAINS CENTER, BALIGATAN, CITY OF ILAGAN	05 MARCH, 2024

II. OTHER PROGRAM/PROJECT/ACTIVITY

PROGRAM/PROJECT/ ACTIVITY	PROJECT DESCRIPTION	STATUS/REMARKS/ ACCOMPLISHMENT
Kick off of National Women's Month	<p>Isabela PPO proudly stands with the nation in commemorating National Women's Month 2024. Under the recurring theme "WE for gender equality and inclusive society" from 2023 to 2028, we reaffirm our commitment to championing gender equality. We honor the invaluable contributions of women in society and pledge to uphold their safety and well-being through proactive GAD-related initiatives.</p> <p>Together, let's create a society where everyone, regardless of gender, is treated with dignity and respect.</p>	<p>The Provincial Tourism Officer took center stage as the Guest of Honor and Speaker, passionately addressing women's empowerment during the commencement of National Women's Month.</p>


<p>Isabela Tourism and Cultural Officers Association</p>	<p>The ITCOA Meeting convened at the Isabela Museum and Library on March 12, 2024, with the primary agenda centered around reviewing the outcomes of the Bambanti Festival and suggestions for improvement. Additionally, the gathering aimed to outline the forthcoming events for the year 2024 alongside addressing other matters.</p>	<p>The body actively participated by sharing their ideas, suggestions, and feedback, making this meeting insightful.</p>
<p>Tourist Destination Assessment</p>	<p>The Tourism Assessment efficiently gathers data for development planning using various evaluation methods. It includes assessing existing sites, identifying potential areas and recommending destinations. Product testing, transport observation, and trial runs are also part of the process.</p>	<p>Feedback reports have been submitted to the respective towns for further improvement, adjustment, or reference following assessments at St. Joseph Church, Torre de Hardin, Ramon Magsaysay Park, Parish of St. Tomas Aquinas, and San Lorenzo Ruiz de Manila.</p>
<p>Isabela Tourism Development Plan</p>	<p>Presented a rough draft of the Tourism Development Plan to the working committee, actively engaging members in sharing thoughts, suggestions, and feedback. Encouraged collaborative discussion to refine the plan and ensure it aligns with stakeholders' needs and objectives.</p>	<p>The Technical Working Group was given access to Google Drive for their additional comments and suggestions.</p>
<p>1st Isabela Gender Summit</p>	<p>The activity, aimed to address various issues on gender equality and development, is in line with the 2024 National Women's Month Celebration, with the subtheme "Lipunang Patas sa Bagong Pilipinas; Kakayahan ng Kababaihan, Patutunayan." This initiative underscores the commitment to fostering an equitable society where the capabilities of women are recognized and valued, contributing to the advancement of a new Philippines characterized by fairness and inclusivity.</p>	<p>The Provincial Government of Isabela, alongside its LGUs, Isabela State University, Universiti Utara Malaysia, and other key partners, launched the first-ever Isabela Gender and Development Summit on March 18-19, 2024. Isabela Tourism Office thru Isabela Tourism Officer, attended the summit.</p>

<p>Lab for All</p>	<p>First Lady Louise Araneta-Marcos brought the LAB for All Caravan to Province of Isabela and held at City of Ilagan Community Center. The initiative aims to bring government services closer to the people, particularly focusing on underserved populations. The caravan provides primary healthcare services, laboratory services, and essential medicines. It also emphasizes preventive care and health education, empowering individuals to manage their well-being effectively.</p>	<p>Hon. Rodolfo T. Albano III, Hon. Faustio G. Dy III, together with Hon. Josemarie L. Diaz and other guest agencies welcomed the First Lady Madame Louise Araneta-Marcos. Ms. Joanne D. Maranan hosted the program for the First Lady before she went around the different LAB for ALL Booths. Additionally, the staff graciously served as hosts and usherettes for this significant event.</p>
<p>Integrated Tourist-Oriented Police for Community Order and Protection (ITOPCOP) Training</p>	<p>The Department of Tourism, Region 2 organized the Integrated Tourist-Oriented Police for Community Order and Protection (ITOPCOP) Training for the Tourist Police of Isabela Province. This training initiative is in line with the creation of a Tourist Police Unit in Isabela Province, as mandated by Republic Act 9593, also known as the Tourism Act of 2009. Additionally, it serves as preparation for provincial police personnel ahead of the Holy Week Celebration, anticipating increased tourist activity, especially for Visita Iglesia.</p>	<p>Ms. Joanne D. Maranan welcomed the participants and thanked Department of Tourism Region 02 to the training. She also presented the tourism situation in Isabela. Ms. Shara Mae D. Racaza and Jayson Macarubbo from the Isabela Tourism Office assisted Ms. Sheryl C. Bumatay and Lalaine M. Molina of the Department of Tourism in ITOPCOP training for Isabela's tourist police at DA-CVRC, San Felipe, Ilagan City.</p>
<p>Carrying Capacity Development Workshop</p>	<p>The DOT Region 02 and the Provincial Government of Isabela, through the Isabela Tourism Office, recently held the 1st Batch of Carrying Capacity Development Workshop. This two-day event aimed to establish the maximum number of tourists a destination can sustainably accommodate, preserving its environment and local culture. The workshop is part of the ongoing initiative to enhance Isabela's tourism circuit, "Isabela: Your Flavors of Fun and Nature's Divine."</p>	<p>Development workshop was attended by Municipality and City Tourism Officers from across the Province and Isabela Tourism Staff.</p>

<p>PSA</p>	<p>Highlights of the convening of the Community-based Monitoring System (CBMS) Coordinating Boards on March 21, 2024 at the Piazza Zicarelli Hotel and Restaurant, Upi, Gamu, Isabela:</p> <ul style="list-style-type: none"> • The CBMS will be a nationwide undertaking that requires cooperation of all government and private entities to ensure smooth flow of the CBMS operations. • CBMS is a technology-based system for collecting, processing, and validating data at the local level. It helps with local planning, program implementation, and impact monitoring. It empowers communities to participate in the process and targets households for government programs aimed at reducing poverty and promoting economic development. • This year, the Philippine Statistics Authority (PSA) has allocated funds to cover all the cities and municipalities in the province and targeted a 100% accomplishment. • Normally, CBMS is conducted every three years, but the PSA had a dialogue with the Boards requested to conduct this 2024 because the data are highly in demand, especially for the post-pandemic evaluation. • The PSA asked the members to help them inform the public for the conduct of CBMS. 	<p>The Isabela Tourism Office attended the Community-based Monitoring System (CBMS) Coordinating Boards on March 21, 2024 at the Piazza Zicarelli Hotel and Restaurant, Upi, Gamu, Isabela.</p>
<p>LPTRP</p>	<p>The LPTRP team are diligently working to comply with House Bill No. 4823, aiming to implement a fair and rational Public Utility Jeepney (PUJ) modernization program. This significant initiative involved a rigorous seven-day process of collating and surveying data through boarding and alighting procedures to ensure comprehensive data collection for informed decision-making.</p>	<p>The Isabela Tourism Office and Isabela Museum and Library staff, Ms. Jinky Matusalem, Ms. Alyssa Obenar, Mr. Sean Nuesa, and Mr. Michael Allam participated in the 7 day survey for LPTRP and submitted the results that were discussed during the presentation to the Technical Working Group on March 21, 2024.</p>
<p>Pinilisa Festival - Miss Jones Coronation Night</p>	<p>The Pinilisa Festival celebrates the community's dedication to promoting, cultivating, and preserving this rice variety, integrating it into their culture and festivities. In line with this, their highly-anticipated Miss Jones 2024 Coronation Night. The candidates light up the stage with their collective charisma, igniting a spectacle of beauty and grace that captivates all.</p>	<p>Ms. Joanne Dy Maranan, the Provincial Tourism Officer, participated as a member of the board of judges for the Miss Jones 2024 Coronation Night.</p>

Bangkarera Festival	The Bangkarera Festival celebrates Delfin Albano's rich history and cultural heritage, honoring the tradition of Delfin Albanians traveling across the river to key government and non-government agencies in areas like City of Ilagan and Cauayan City. The festival features a variety of activities aimed at making it a memorable experience, including the Bangkarera Queen pageant, Bangkabuhayan Showcase, DA-Run, Photo Contest, and Poster Making.	A major highlight of the event this year is the Bangkabuhayan Showcase, which hosts a bangka decorating competition integrating various livelihoods of Delfin Albanians. This initiative also aims to support local farmers in their efforts to cultivate healthy vegetables, fruits, and other produce they can offer. ITO, through Ms. Joanne D. Maranan visited the Bangkabuhayan showcase to show support as this is the first time this event was included in the festival.
San Mateo's 2024 Grand Coronation Night	San Mateo's 2024 Grand Coronation Night is a platform for the talented and accomplished women of the municipality to showcase their skills and grace, competing for the opportunity to represent their community. It's a celebration of beauty, intelligence, and the vibrant culture of San Mateo, where contestants vie for the coveted title with elegance and poise.	The Provincial Tourism Officer Ms. Joanne Dy Maranan attended as the Chairman of the board of judges for the Binibining San Mateo 2024 Grand Coronation Night.
Earth Hour	The Isabela Tourism Office and Isabela Museum and Library joins the nation in the observance of Earth Hour 2024 through switching off lights at home at exactly 8:30-9:30 in the evening, contributing to the global effort to conserve energy and raise awareness about environmental sustainability.	The Isabela Tourism Office and Isabela Museum and Library switched off their lights at home from 8:30-9:30 PM in observance of the Earth Hour 2024 on March 2024.
Echague's 161st Founding Anniversary	Echague's 161st founding anniversary celebration is a testament to their unity, creativity, and rich heritage. The event is filled with roaring chants, vibrant colors, and boundless energy, especially during the Mass Demo Competition. Furthermore, the celebration includes Educator's Night, which concludes with a captivating singing competition.	The Provincial Tourism Officer Ms. Joanne Dy Maranan attended Echague's 161st founding anniversary celebrations, actively engaging in the festivities to bolster support for the town's rich heritage.

Marketing and Promotions	The marketing and promotion team has been diligently working to provide updates on tourism trainings and events, with a focus on engaging the active online community. Specifically targeting the Isabeleños, we aim to keep them informed about the latest happenings. In addition to highlighting festivities, our efforts are dedicated to promoting the mesmerizing beauty, rich culture, cherished traditions, and exceptional products of the province.	Published informative guides and materials for tourism training sessions and events, aiming to enhance and revitalize the tourism sector.
Authentic City of Ilagan Tourism Circuit	The Department of Tourism Region 02, in partnership with the City Local Government of Ilagan, has wrapped up the Dry Run for the Authentic City of Ilagan Tourism Circuit. The evaluation focused on the circuit's itinerary, highlighting natural and man-made attractions, various activities, and educational experiences amidst an industrial setting. The main goal of the Dry Run was to guarantee that sites, products, and activities are fully prepared for the upcoming familiarization trip and launch event scheduled for later this year. Individuals from various sectors, including both public and private, played an active role in the thorough evaluation process.	The Dry Run of the Tourism Circuit truly guarantees an unforgettable journey through the Authentic City of Ilagan: Your Journey to Leisure and Discoveries Tourism Circuit. ITO staff joined the dry-run and gave comments and suggestions.
First Quarter Nationwide Simultaneous Earthquake Drill (NSED)	The First Quarter Nationwide Simultaneous Earthquake Drill (NSED) 2024 is a realistic simulation exercise designed to prepare communities for emergencies. This year's scenario focuses on a 7.0 magnitude earthquake, incorporating evacuation procedures and responses to incidents like vehicle crashes and fire outbreaks.	Isabela Tourism Office and Isabela Museum and Library actively participated in this vital preparedness activity.
Sanitation and Clean-up Drive	The Isabela Tourism Office and Isabela Museum and Library staff enlines sanitize 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 1,222 readers for the library.	Isabela Museum and Library staff assisted readers
Museum Service/Program	A total of 137 museumgoers visited the museum.	Tour conducted by IML staff.
Celebrated the 65th Public Library Day	The Isabela Museum and Library staff with immersionists from Isabela National High School mounted an exhibit and conducted information awareness drive about the celebration of Public Library.	Exhibit posted at the lobby of Isabela Museum and Library.

Celebrated the 2024 National Women's Month	The Isabela Museum and Libray staff, together with immersionists from Isabela National High School mounted an exhibit for the celebration of 2024 National Women's Month with the theme "Lipunang Patas sa Bagong Pilipinas: Kakayahan ng Kababaihan, Patutunayan!".	Exhibit posted at the lobby of Isabela Museum and Library.
2024 Fire Prevention Month	The Isabela Museum and Libray staff, together with immersionists from Isabela National High School mounted an exhibit for the 2024 Fire Prevention Month.	Exhibit posted at the lobby of Isabela Museum and Library.
Holy Week 2024 - March 25-31, 2024	The Isabela Museum and Libray staff, together with immersionists from Isabela National High School mounted an exhibit for the observance of Holy Week 2024.	Exhibit posted at the lobby of Isabela Museum and Library.
PREPARED BY:		CHECKED BY:
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