

	ISABELA TOURISM OFFICE	MAY
		MONTH
	Accomplishment Report	2025
		YEAR

DOT ACCREDITATION OF TOURISM ENTERPRISE

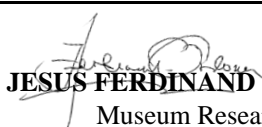

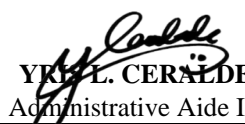
NAME OF FACILITY/SERVICE**	CATEGORY (PRIMARY OR	LOCATION	DATE OF ACCREDITATION

II. OTHER PROGRAM/PROJECT/ACTIVITY

PROGRAM/PROJECT/ACTIVITY	PROJECT DESCRIPTION	STATUS/REMARKS/ ACCOMPLISHMENT
Miss Universe Philippines 2025 - Grand Coronation Night	The Grand Coronation Night of Miss Universe Philippines 2025 was held last May 2, 2025 at the SM Mall of Asia Arena, Pasay City. This pageant aimed to inspire and empower women to follow their dreams and be leaders. It also served as a platform to showcase culture and advocate social causes, encouraging a sense of community pride with the contestants as ambassadors of their own towns or provinces. The Province of Isabela's representative, Ms. Jarina K. Sandhu, was included in the Top 24. Ms. Ahtisa Manalo, from Quezon Province, was crowned as Miss Universe Philippines 2025.	Provincial Tourism Officer, Ms. Joanne D. Maranan, attended the Grand Coronation Night to give support and witness the full performance of Province of Isabela's representative.
Filipino Brand of Service Excellence	The Department of Tourism - Region 02 conducted the Filipino Brand of Service Excellence (FBSE) Training, held last May 5, 2025 at Climate Change Bldg. ISU Fabian, Echague, Isabela. 115 Hospitality and Tourism Management students of Isabela State University Main Campus attended the seminar.	Provincial Tourism Officer, Ms. Joanne D. Maranan, delivered inspirational message to the participants.
Saniata Ti Nueva Vizcaya - Pre Pageant	The Province of Nueva Vizcaya celebrated its 16th Grand Ammungan Festival. One of the major parts of the festival was their Saniata ti Nueva Vizcaya Pageant where young women of the province are encouraged to showcase their skills and talents and become role models. During rhe preliminary, 15 candidates were judged based on their beauty of face and body. Also, they were rated during the panel interview, swimsuit and casual wear.	Provincial Tourism Officer, Ms. Joanne D. Maranan, served as one of the Board of Judges.
Flag Raising Ceremony	The Provincial Government of Isabela through the Isabela Tourism Office hosted the Flag Raising Ceremony spearheaded by the Provincial Tourism Officer, Ms. Joanne D. Maranan last May 13, 2025.	Isabela Tourism Office and Isabela Museum and Library, hosted the regular flag raising ceremony.

2nd R2CVTC Regular Meeting	<p>The Region 02 Cagayan Valley Regional Tourism Council (R2CVTC) held its 2nd quarterly meeting together with various regional tourism stakeholders from both public and private entities last May 21, 2025 at the Paniqui Hall, Patricio G. Dumlaso Executive Building, Provincial Capitol, Bayombong, Nueva Vizcaya. Provincial Tourism Officer, Ms. Marichelle O. Costales, acknowledged the participants and Chairperson Ms. Ruth R. Padilla, gave the opening message. Updates from the DOT Regional office were presented via video recording as part of the levelling process. The Council member were able to meet and greet the re-elected Governor of Nueva Vizcaya, Hon. Atty. Jose V. Gambito, who relayed his ardent hope for smooth tourism operations in the Province and in the Region. The Governor shared details in the continued operations of paragliding and paramotor activities, the establishment of a provincial central terminal, and the construction of an airport to minimize tourists' travel time, and maximize visitor experiences.</p>	Senior Tourism Operations Officer, Ms. Natalie CB Almazan, represented the Isabela Tourism Office during the preceding meeting.
Tourism Awareness and Tourist Reception Seminar	<p>The Department of Tourism (DOT) Region 2, in collaboration with the Provincial Government of Isabela, held a successful Tourism Awareness and Tourist Reception Seminar from May 19 to 21, 2025, at the Ilagan City Hotel and Convention Center. This three-day event aimed to enhance the knowledge and skills of local tourism frontliners, staff, and stakeholders, to provide exceptional hospitality and professionalism within the industry. The seminar kicked off with inspiring opening remarks from Ms. Joanne Dy. Maranan, the Provincial Tourism Officer, and Director Troy Alexander G. Miano, the Regional Director of DOT Region 2. Both emphasized the significance of adopting a guest-centered approach to elevate the region's tourism profile. Guided by the expertise of tourism professional Ms. Yael T. Fernandez, participants dove into four thorough modules: a broad overview of the tourism industry, essential tour guiding principles, advanced communication skills, and polished guest relations techniques. Each module included interactive lectures, hands-on simulations, and group workshops, creating a vibrant learning environment that fostered collaboration and peer feedback.</p>	Provincial Tourism Officer, Ms. Joanne D. Maranan, participated in the said seminar together with ITO staff Ms. Ereneah R. Domingo, Ms. Honeylet D. Manalo, Mr. John Kelvin G. Tangan, Ms. Wilma M. Bastero, Ms. Evelyn C. Gordo, Ms. Kristine Joy M. Ortiz, Ms. Yris L. Ceralde, Ms. Alyssa Marie Obenar, Ms. Kate Claire C. Bangug.
Zoom Meeting with Phippine Veterans Bank	<p>PGI through ITO-IML Ms. Joanne D. Maranan and Mr. Jesus Ferdinand Ordoñez meet with Ms. Marisse C. Ochenada of PUB to discuss possible collaboration for an exhibit by PUB to be stayed at IML, aiming to commemorate the liberation of the Province of Isabela.</p>	Provincial Tourism Officer, Ms. Joanne D. Maranan and Museum Researcher, Mr. Jesus Ferdinand Ordoñez, attended the meeting via Zoom.

International Smart City Exposition and Networking Engagement (ISCENE) Tour	<p>The 3rd International Smart City Exposition and Networking Engagement (ISCENE), hosted by the Department of Science and Technology (DOST), Isabela State University (ISU), and the City Government of Cauayan was held last May 22 to 24, 2025, at the Isabela Convention Center (ICON) in Cauayan City, Isabela. This three-day event a convergence of leaders, thinkers, and innovators dedicated to reshaping local governance through science and technology. Tours within Isabela were requested by ITO for the participations. Participants were divided into two groups, Tour A visited the Ilagan Sanctuary, Japanese Tunnel, Isabela Museum and Library, and the Giant Butaka in the City of Ilagan. Meanwhile, Tour B visited the Mengal Women Center in Echague, Our Lady of Atocha in Alicia, Bonsai no Sato, Our Lady of the Pillar Church, Hacienda San Luis in Cauayan City, and Meraki Garden in Reina Mercedes. This activity aimed to showcase the rich cultural heritage and natural beauty of the province.</p>	<p>Staff members from the Isabela Tourism Office, Mr. Joe Vincent R. Batoon, Mr. John Kelvin G. Tangan, Mr. Jake M. Salinas, and Mr. Sean Patrick Nuesa, conducted a meaningful tour for the 27 participants.</p>
International Food Expo Philippines 2025	<p>The International Food Expo Philippines 2025, a premier food trade show that brought together key players in the food, beverage, and ingredients industry, was held from May 22 to 24, 2025, at the World Trade Center in Pasay City. The Provincial Government of Isabela (PGI), in cooperation with DTI Isabela, showcased a total of 15 micro, small, and medium enterprises (MSMEs) from the province. PGI's booth was organized into three main categories: beverages, gourmet and snacks, and ready-to-eat products. The participating MSMEs were: JBM Food Products, Jones Producers Cooperative, RLG Fruit, The Cagayan Valley Cacao Development Center, HJ Guieb Farms, KMK Food Products, SA Cacao Food Products, 3 Shers Food Products, Agricom Best Products Corporation, EJ Contreras Food House, Flow of Pariir MPC, JA Fruits and Vegetable Processing, Quelly's Food Products, RNR Food Products, and Sagittarian Meat Processing. Mr. Moo's also participated in market testing, aiming to gain national exposure, expand its consumer base, and explore distribution opportunities.</p>	<p>The PGI contingent included department heads, staff and DTI heads.</p>
Briefing to Ease of Doing Business (EODB) Focals	<p>In line with the Ease of Doing Business (EODB) Month Celebration, the Provincial Committee on Anti-Red Tape (P-CART) conducted a briefing for EODB Focals held last May 26, 2025, at the Balai Capitol Compound, Alibagu, City of Ilagan, Isabela. The activity aimed to orient the EODB Focals on the timelines and requirements for the submission of the Citizen's Charter, Client Satisfaction Measurement (CSM) Report, inventory of zero backlog, among others, in compliance with Republic Act No. 11032, otherwise known as the "Ease of Doing Business and Efficient Government Service Delivery Act of 2018."</p>	<p>ITO and IML staff, represented by Ms. Mae Zoe R. Barillos and Ms. Wilma M. Bastero, attended the briefing.</p>

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 1,498 readers for the library.	Assisted readers
Museum Service/Program	A total of 131 museumgoers visited the museum.	Completed tour
National Heritage Month 2025	The Isabela Tourism Office – Isabela Museum and Library celebrated the National Heritage Month 2025 with the theme “Preserving Legacies, Building Futures: Empowering Communities through Heritage”. The exhibit will feature honoring the Indigenous Peoples of Isabela. From the proud Gaddangs, Yogads, and Ibanags to the resilient Agtas, these indigenous communities represent the living legacies that shape Isabela’s rich cultural landscape. Their stories, traditions, and lifeways are not only echoes of the past but also enduring sources of identity and inspiration for future generations. Alongside the exhibit, scale models of the visionary Isabela Museum and Library will be showcased—emphasizing the connection between preserving legacies and building the future. These models reflect this year’s theme and the province’s commitment to heritage-based development.	Mounted an exhibit at the lobby of Isabela Museum and Library
National Book Development Board "Tuklas Dunong" Sessions	The "Tuklas Dunong" Sessions of National Book Development Board (NBDB) are capacity-building workshops designed to equip with necessary tools and knowledge to successfully manage a Book Nook. This sessions are necessary for the application of Isabela Museum and Library to become a site partner for the Book Nook project of the NBDB.	The staff of Isabela Museum and Library attended the Tuklas Dunong Basic 3:Reading Engagement on May 2, 2025,Tuklas Dunong Basic 4:Sustainable and Community-Centered Partnerships on May 23, 2025 and Tuklas Dunong Basic 5: Basic Librarianship Principles and Cataloguing on May 30, 2025.
Seminar on Heritage Appraisal and Government Insurance	The "Seminar on Heritage Appraisal and Government Insurance is organized by the GSIS Museum in support of government offices and museums handling cultural properties, including artworks, collections, and heritage structures. The event also coincides with the Heritage Month and International Museum Day celebrations.	Mr. Jesus Ferdinand C. Ordonez, Museum Researcher II, and Ms. Mae Zoe R. Barillos, Museum Researcher I of ITO –Isabela Museum and Library—attended the Seminar on Heritage Appraisal and Government Insurance held on May 20, 2025, from 9:00 a.m. to 5:00 p.m. at the GSIS Conference Hall, Core G, Pasay City.
National Flag Day	The Isabela Museum and Libray staff pitched and decorated the IML building with Philippine flag and flaglets to celebrate the occasion. Mounted an exhibit about the Philippine Flag.	Participated and mounted an exhibit.
PREPARED BY:		APPROVED BY:
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