



Republic of the Philippines
PROVINCE OF ISABELA

ISABELA TOURISM OFFICE



12 September 2024

NOEL MANUEL R. LOPEZ
Provincial Administrator
Province of Isabela

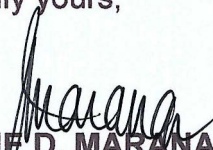
SIR:

Greetings!

Respectfully submitting to your good office Accomplishment Report of Isabela Tourism Office and Isabela Museum and Library for the month of **August 2024**, respectively.

For your information and reference.

Very truly yours,


JOANNE D. MARANAN
Provincial Tourism Officer
Head, Isabela Museum & Library



ISABELA TOURISM OFFICE

Accomplishment Report

AUGUST

MONTH

2024

YEAR

I. DOT ACCREDITATION OF TOURISM ENTERPRISE

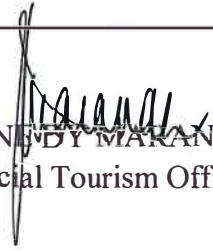
NAME OF FACILITY/SERVICE**	CATEGORY (PRIMARY OR SECONDARY)	LOCATION	DATE OF ACCREDITATION
LA PERFECTA CONVENTION CENTER-VILLA & RESORT	PRIMARY	BRGY. DARAMUANGAN NORTE, SAN MATEO	15 August, 2024
BEANS AND SYRUP CAFÉ SHOP	SECONDARY	CONSUELO ST., SAN FERMIN, CAUAYAN CITY	19 August, 2024
BEATA ERINES'S CAFÉ	SECONDARY	BALIGATAN, CITY OF ILAGAN	02 August, 2024
COCINA PACITA	SECONDARY	RAGAN SUR, DELFIN ALBANO	27 August, 2024
COCINA ROCIO	SECONDARY	ALIBAGU, CITY OF ILAGAN	27 August, 2024
GRACE PIZZA FOOD HOUSE	SECONDARY	ALIBAGU, CITY OF ILAGAN	27 August, 2024
GREENFIELDS FOOD CORP. (GERRY'S)	SECONDARY	ALIBAGU, CITY OF ILAGAN	27 August, 2024
JUANSTOP RESTAURANT (YANG CHOW)	SECONDARY	SANTA BARBARA, CITY OF ILAGAN	27 August, 2024
JD BRIDGESIDE RESTAURANT	SECONDARY	GUINATAN, CITY OF ILAGAN	27 August, 2024
KUSINA KAWAYAN SA CAUAYAN	SECONDARY	89 DON JOSE CANCELLER AVENUE, DISTRICT 1,	21 August, 2024
LA PERFECTA RESTAURANT	SECONDARY	NATIONAL HIGHWAY, BRGY. DARAMUANGAN SUR, SAN	15 August, 2024
MQ'S RESTAURANT	SECONDARY	BRGY. CONCEPCION, DELFIN ALBANO	21 August, 2024
HILSEN GASOLINE STATION	SECONDARY	NATIONAL HIGHWAY, BRGY. DARAMUANGAN SUR, SAN MATEO	15 August, 2024

II. OTHER PROGRAM/PROJECT/ACTIVITY

PROGRAM/PROJECT/ACTIVITY	PROJECT DESCRIPTION	STATUS/REMARKS/ACCOMPLISHMENT
33rd North Luzon Area Business Conference	The 33rd North Luzon Area Business Conference was co-hosted by the Philippine Chamber of Commerce and Industry (PCCI-Southern Isabela) and the PICC-City of Ilagan. The event took place on August 8-9, 2024 at the Isabela Convention Center in Cauayan City, Isabela. This event was a significant gathering for business leaders, national and local government officials, and stakeholders in North Luzon to collaborate and explore opportunities for sustainable economic growth.	Provincial Tourism Officer Ms. Joanne D. Maranan together with the Isabela Tourism Office staff Mr. Jayson A. Macarubbo, Mr. John Kelvin G. Tangan, Ms. Yris L. Ceralde, and Mr. Michael Allam, participated in the 33rd North Luzon Area Business Conference.

	<p>The Isabela Tourism Office staff managed the Isabela Tourism Booth, where they showcased Isabela's tourist attractions and products. The first day featured a ribbon-cutting ceremony, a trade fair, and exhibits highlighting the Province of Isabela's initiatives and local products. On the second day, there were displays of local handmade goods and insightful presentations from guest speakers aimed at helping participants achieve their goals.</p>	
Tourist Destination Assessment	<p>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 the following municipalities:</p> <p>Roxas, Isabela - Bambusa Farm, Ronquillo Farm and Resort, Laddera Del Paraiso, Kusina sa Hi-Way, Esquivel Rest house, D' Hiraizumi Hotel and Resort on August 6, 2024.</p> <p>Mallig, Isabela - Mallig People's Park, Mallig Integrated Farm, Mallig Dairy Enterprise, Pedro's Sthreet Cafe and Susang Dalaga on August 7, 2024.</p>	<p>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.</p>
Advance Tourism Statistic Training	<p>The Department of Tourism Region 02 conducted Advanced Tourism Statistics Training 1 for the Province of Isabela and Quirino from August 13-15, 2024, at Mango Suites, Cauayan City, Isabela. The training focused on capturing and analyzing visitor profiles through surveys to improve tourism strategies and decision-making.</p> <p>The Advanced Tourism Statistics Training 1 effectively equipped attendees with the tools needed for comprehensive visitor data collection and analysis. The hands-on survey experience provided practical insights into visitor preferences, which are essential for enhancing tourism strategies and services. The feedback collected will be instrumental for stakeholders and LGUs in making informed decisions to improve tourism infrastructure and visitor satisfaction in the province.</p>	<p>Provincial Tourism Officer Ms. Joanne D. Maranan together with the Isabela Tourism Office staff Ms. Ereneah Domingo and Ms. Kristine Joy M. Ortiz, attended the Advanced Tourism Statistics Training.</p>

<p>KOHA Library System and TeknoAklatan</p>	<p>The National Library of the Philippines (NLP) in collaboration with the Public Libraries Division, organized a capacity-building activity for its affiliated public libraries. The Training on KOHA Library System and TecnoAklatan took place from August 14-16, 2024 at the NLP Building in Ermita, Manila. Sixty (60) participants from different municipalities and provinces attended the training and workshop.</p> <p>The main goal of the activity was to familiarize participants with the key features of TeknoAklatan and KOHA. The topics covered included the practical application of TeknoAklatan and KOHA in the daily operations of a public library. Additionally, the training demonstrated the usage of different modules of the KOHA Library System, such as cataloging, indexing, attendance monitoring, database repair, and backup, which are essential for managing a Provincial Library.</p>	<p>Isabela Museum and Library staff, Mr. Jake M. Salinas and Ms. Geraldine A. Lucas, attended the KOHA Library System and TeknoAklatan.</p>
<p>Groundbreaking Ceremony – New DOT Region 02 Office</p>	<p>The Department of Tourism (DOT) held a significant groundbreaking ceremony on August 29, 2024, marking the beginning of the construction of the DOT Regional Office Annex in Cagayan Valley. The event was graced by the presence of Undersecretary Ferdinand Jumapao, who represented Secretary Christina Garcia Frasco.</p>	<p>The Isabela Tourism Officer, Ms. Joanne D. Maranan and Ms. Wilma C. Mata witnessed the groundbreaking ceremony of the DOT Regional Office Annex in Cagayan Valley.</p>
<p>Buwan ng Wika 2024 and History Month 2024</p>	<p>The ITO - Isabela Museum and Library staff joins the nation in the celebration of Buwan ng Wika 2024 with the theme "Filipino: Wikang Mapagpalaya" and History Month 2024 with the theme "Salaysay ng Bayan, Saysay ng Bansa". The activity was implemented thru an exhibit with the theme "Balumbon ng Kultural ng Salaysay ng Echague" ("Echague Cultural Narrative Scroll") at the lobby of the Isabela Museum and Library. The scrolls were hand drawn by the Best of Isabela Province' Young Artists.</p>	<p>The exhibit was posted in Isabela Tourism Office FB page and still available for viewing at IML until September 10, 2024</p>
<p>“ISABELA’s GOT TALENT: Ettam Ngana Talentadong Isabeleños!”</p>	<p>Isabela’s Got Talent (IGT) is a weekly event held every Friday at the GFNDy Sr. Session Hall, Isabela Provincial Capitol Amphitheater. This program aims to showcase the incredible talent of every Isabeleño. Exciting weekly episodes features a competition between a challenger and the defending winner, creating an exciting display of skills and artistry. Weeks 5 to 9 aired in August as part of the series leading up to the Grand Finals during the 2025 Bambanti Festival Celebration.</p>	<p>The Provincial Tourism Officer, Ms. Joanne D. Maranan, serves as one of the hosts for the event together with the staff of Isabela Tourism Office as Secretariat and Technical Team.</p>

Library Service/Program	For the month, we have a total of 1,697 readers for the library.	Assisted readers
Museum Service/Program	A total of 94 museumgoers visited the museum.	Completed tour
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.
PREPARED BY:	CHECKED BY:	
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