



Republic of the Philippines  
**PROVINCE OF ISABELA**

**ISABELA TOURISM OFFICE**



14 August 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 **July 2024**, respectively.

For your information and reference.

Very truly yours,

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

<p>Cagayan Valley Regional Tourism Council (CVRTC) 3rd Regular Meeting</p>	<p>The Cagayan Valley Regional Tourism Council (CVRTC) held its 3rd regular meeting on July 18, 2024, in San Marcos, Cabarroguis, Quirino. The meeting focused on preparing for the upcoming Regional Tourism Forum, General Assembly, and DOT Awards Night &amp; Fashion Show, scheduled for September 27-28, 2024.</p>	<p>Provincial Tourism Officer, Ms. Joanne Dy Maranan attended CVRTC 3rd regular meeting.</p>
<p>“ISABELA’s GOT TALENT: Ettam Ngana Talentadong Isabeleños!”</p>	<p>Isabela’s Got Talent (IGT) is a spectacular event that takes place every Friday at the GFNDy Sr. Session Hall, Isabela Provincial Capitol Amphitheater. This dynamic program is dedicated to unveiling the remarkable talent of every Isabeleño. Exciting weekly competitions feature a challenger facing against the defending winner, making each episode an exciting display of skills and artistry. The pilot episode aired on July 5, 2024, marking the beginning of a series of thrilling episodes leading up to the Grand Finals during the 2025 Bambanti Festival</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>
<p>TIEZA Meeting on July 9, 2024</p>	<p>The Tourism Infrastructure and Enterprise Zone Authority (TIEZA) visited the province on July 8 -11, and conducted meetings re important matters related to the Tourism Enterprise Zone Project in Divilacan on July 9, 2024 at the Isabela Museum and Library.</p>	<p>The Isabela Tourism-Isabela Museum and Library assisted the TIEZA staff during their stay in Isabela.</p>
<p>Sabutan and Patronal Fiesta (Palanan)</p>	<p>The municipality of Palanan invited the Isabela Tourism Office to witness the 20th Sabutan Festival and 415th Patronal Town Fiesta in Palanan, Isabela. The Sabutan Festival is held in Palanan and is named after the pandan, or Pandanus tectorius, a common plant in the town. This year's celebration included a series of activities such as street dances, the Binibining Palanan pageant, music performances, traditional games, ball games, and an exhibit of Sabutan handicrafts.</p>	<p>Provincial Tourism Officer Ms. Joanne Dy Maranan attended the Sabutan Festival on July 20-22, 2024 and also served as one of the award presentors during the Binibining Palanan 2024.</p>
<p>Consultation on the Review and Finalization of the Initial Protected Area Plan (IPAP) and defining the Roles of Different Stakeholders of Dipaniong Natural Park</p>	<p>The Isabela Tourism Office attended the consultation, review and finalization of the Initial Protected Area Plan crafted by the composite team led by the Provincial Environment and Natural Resources Office- Isabela (PENRO) on July 24, 2024. The activity was held at Diocitas Hotel, Rizal, Santiago City and was attended by various agencies, both local and national thru their respective representatives. The activity involved preliminaries, presentation of the Initial Protected Area Plan (IPAP) and stakeholder discussions. Dipanong Natural Park’s concerns led to a unified Sustainable Resource Management strategy, achieving an 85% qualifying rate during the protected Area Assessment</p>	<p>The Provincial Tourism Officer, Ms. Joanne D. Maranan and Senior Tourism Operations Officer, Ms. Natalie Almazan actively participated the Consultation on the Review and Finalization of the Initial Protected Area Plan (IPAP) and defining the Roles of Different Stakeholders of Dipaniong Natural Park.</p>

<p>Tourist Destination Assessment</p>	<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>Quirino, Isabela - JS Resort, Hacienda Eliza Farm, Sakura Zen, Tampisaw sa Bukid and Ladamara on July 2, 2024.</p> <p>Delfin Albano, Isabela – Bird Breeding and Sanctuary, Mini Chocolate Hills, MQ’s Restaurant, Farmers Garden, Dumlao Farm, Kasukawan Eco Park, St. Joseph Cathedral Church and Bebang Bibingka Station on July 16, 2024.</p> <p>Tumauini, Isabela – Tan-awan Bato Viewdeck, Angarilya Picnic Site, Lorenzo’s Farm and Mororan river on July 17, 2024.</p> <p>Santa Maria, Isabela – Maria Lourdes Mansion, Giant Banga Park, Eco-Tourism Village, Rancho Agripino, Pottery and Santa Maria Pasalubong Center on July 23, 2024.</p> <p>Cabagan, Isabela – Josefina Hotel and Resort, Malasi Tree Park and Wildlife Sanctuary Critical Habitat, OTOP-Cabagan, Cabagan Municipal Museum, Hot Plate and Balai Rosalinda on July 24, 2024.</p> <p>Quezon, Isabela – Farmer’s Villa, Nature Heals Farm, Jervy’s Restaurant Kamuzky, Millanes and Sarte Resort and Triple J Resort on July 30, 2024.</p> <p>San Pablo, Isabela – San Vicente (TUPA), Barkada’s Leisure and Resort, St. Paul the Apostle, San Pablo Isabela Farmers Dairy Cooperative, Fish Farm, Animal Farm and Vegetable Farm on July 31, 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>
<p>Association of Tourism Officers of the Philippines (ATOP) Pearl Award 2024</p>	<p>The Isabela Museum and Library staff submitted 8 entries for the Association of Tourism Officers of the Philippines (ATOP) Pearl Awards 2024 on July 18, 2024.</p>	<p>Submitted entries for the Association of Tourism Officers of the Philippines (ATOP) Pearl Award 2024. Isabela Tourism Officer, Ms. Joanne Maranan, personally brought the sample souvenir to the office of Mr. Charlie Dungo at the Manila City Hall</p>

Bambanti 2025	Mr. Nilo Agustin, Bambanti Festival consultant, met with Vice Governor and Festival Director General, Hon. Faustino G. Dy III, to present the overall theme for Bambanti 2025 and proposed schedule of activities.	Isabela Tourism Officer, Ms. Joanne D. Maranan, attended the meeting.
Library Service/Program	For the month, we have a total of 785 readers for the library.	Assisted readers
Museum Service/Program	A total of 88 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.
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