

TPB spotlight

A Quarterly e-Magazine of the Tourism Promotions Board Philippines

JULY - SEPTEMBER 2021

PHITEX 2021

PHILIPPINE TRAVEL EXCHANGE

Beyond Business: Co-Creating Safe, Smart, and Sustainable Tourism

TPB'S STRATEGIC MARKETING PLAN

To Address Tourism
Environment Volatility

MICE-Ready BORACAY

Rediscovering ZAMBOANGA & BASILAN

SUSTAINABILITY The Key to Tourism Industry's Recovery



spotlight

Editor-in-Chief
MARIA ANTHONETTE C. VELASCO-ALLONES

Executive Editor
TERESITA DL. LANDAN

Managing Editors
DONARDS KIM A. TAÑEDO
ANTHEA REINE Q. IFURUNG

Associate Editors
MARIA FEBBIE R. ALACAPA
APRIL ROSE M. ENERIO

Creative Directors
MARIA NEDALIN L. MIRANDA
KRISANDRA A. CHEUNG
PAULINE SARAH N. MANCITA

Copy Editor
MA. PATRICIA M. YULO

Section Editors
JOCELYN PATRICE L. DECO
LEAH MARIE C. SY
JANET W. CANOY
MARIVIC M. SEVILLA
ARNOLD T. GONZALES
WILSON R. SUBA

Contributors
ROSE ANNE B. CRUZ
GIANNA M. AÑONUEVO

Layout Artists
SHIRLEY ESPADERO
LORENZ D. CABANOS
JEN MARIELLE R. BAWAR

Photographers
UHDE L. ASUAL
NARJAY R. CALINAO

...
SPOTLIGHT is a quarterly e-magazine of the Tourism Promotions Board Philippines spearheaded by its Marketing Communications Department.

If you are willing to contribute and share in the upcoming issues, please contact April Enerio april_enerio@tpb.gov.ph. Contributors will be acknowledged accordingly. *Articles are edited to suit length and style parameters.

TPBPHL

TOURISM PROMOTIONS BOARD PHILIPPINES
4F Legaspi Towers 300 Roxas Boulevard
Manila, Philippines 1004
Tel Nos: +63 2 85259318 to 27
Email: info@tpb.gov.ph
Website: www.tpb.gov.ph

[f](#) [i](#) [t](#) @tpbphl

CONTENTS

3 On The Spot

HEADLINES

- 4 PHITEX 2021: Towards a Safe, Smart, and Sustainable Philippine Tourism
- 6 TPB's Strategic Marketing Plan to Address Tourism Environment Volatility

MARKET LINKS

- 7 Philippine Motorcycle Tourism: Ride Out to Bounce Back
- 8 The Philippines: Paving the Way to a Bright Tourism Potential to the 'Better Normal'
- 10 Fiesta Filipinas – Kain Na! (Let's Eat)
- 12 DOT, TPB Successfully Stage First-Ever Hybrid Edition of Regional Travel Fair

MICE UPDATES

- 13 MICE-Ready Boracay

TOURISM BYTES

- 14 Sustainability -- The Key to Tourism Industry's Recovery
- 15 Rizal Park Drive-Thru Vax Site Opens; Puyat Hails Manila's Anti-Covid Initiative
- 16 Local Tourism Businesses Receive DOT, TPB PHILCare Kits
- 17 Call for Papers: Intramuros Young Scholars Conference 2021
- 18 Mental Wellness at the Forefront in Rizal and Paco Park Through NPDC Partnership with Mind You

BLOGGER'S BOX

- 19 World-Class Athletes and World-Class Tourist Destinations A Winning Combo for the Philippines

BUCKET LIST

- 20 Rediscovering Zamboanga & Basilan
- 22 Bulacan Redefines Travel Near Metro Manila

MEMBERS' BULLETIN

- 24 PICC at 45: The Legacy Continues
- 25 Surmount the Climb

MORE FUN

- 26 Panalong Pagkaing Pinoy!

SNAPSHOTS

- 28 PHITEX 2021 Post-Tour Promotes Long Term Sustainability

HR ON THE MOVE

- 29 TPB Celebrates Taunang Parangal sa Bayaning Pilipino



COVER PHOTO:
PHITEX 2021

In this issue, we put a spotlight on the tourism industry's proven resilience with a jam-packed quarter of events and activities to stimulate a fun, smart and safe travel opportunities for everyone.

ON THE SPOT



We are also giving you a snapshot of the directions and priority initiatives under the draft Strategic Marketing Program that was formulated in consultation with private sector stakeholders and partner agencies in government.

And as part of our commitment to walk our talk of resilient and inclusive tourism, we devoted space to highlight collective efforts in promoting sustainable tourism, instilling compassion through projects and in the manner by which we continue to reach out to our stakeholders and communities, and helping foster mental wellness through COVID-response initiatives.

The nuggets of stories around our banner programs of Habi, Hilom and Halal will hopefully urge you to tick Zamboanga Peninsula and Basilan in your bucket list, as we also take you to preparations for the 8th Regional Travel Fair in Zamboanga next month.

And pardon our liberty for taking up space to honor the men and women servant-leaders of TPB whose examples of service and leadership were recognized last September as part of our Civil Service Month celebration. Please join us in thanking them for their competent service and unparalleled commitment to ensure the continuous improvement of service delivery by TPB.

As we steer through the last quarter of 2021, we remain grateful for your support, steadfast in our commitment and hopeful that more fun does await us.

Maria Anthonette C. Velasco-Allones
MARIA ANTHONETTE C. VELASCO-ALLONES, CESO I
Chief Operating Officer, Tourism Promotions Board - Philippines

2021 PHITEX

PHITEX 2021: TOWARDS A SAFE, SMART, AND SUSTAINABLE PHILIPPINE TOURISM

278

VIRTUAL & PHYSICAL
PARTICIPANTS FROM
33 COUNTRIES

1,417

SUCCESSFUL
APPOINTMENTS
FOR 156 SELLERS

₱69
MILLION
PROJECTED REVENUE

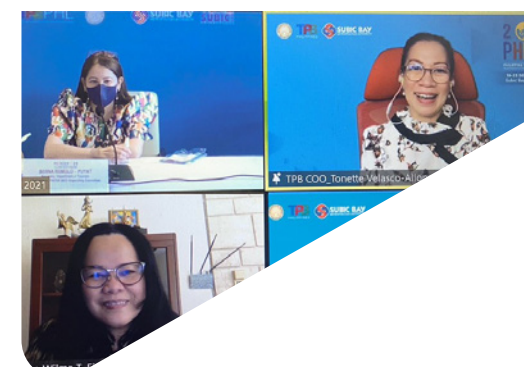
Continuing the success set by the first hybrid event in 2020, The Tourism Promotions Board (TPB) conducted the 20th Philippine Travel Exchange (PHITEX) in Subic Bay, Freeport Zone last 19-23 September with the participation of 278 online and on-site delegates from 33 countries, including 156 local tourism sellers stationed at ACEA Subic Beach Resort.

Similar to previous PHITEX events, this year's installment offered an educational seminar, Business-to-Business (B2B) meetings, and opportunities for establishing and renewing contacts. But there was greater emphasis on adhering to the health and safety protocols set by the Inter-Agency Task Force for the Management of Emerging Infectious Diseases (IATF) while sustaining the growing tourism activities in the Philippines.

"Knowing we have to follow strict protocols in implementing physical events, we've partnered with the Subic Bay Metropolitan Authority for Subic to be the venue of the second hybrid PHITEX. Subic is known for their economic strength as a major trade port, and their discipline enabled them to fare well during this pandemic. We wanted to let our stakeholders know that much like Subic, continuing to conduct the PHITEX and other tourism activities is possible and can still be fun while observing the safety guidelines set by the government," said TPB Chief Operating Officer Maria Anthonette Velasco-Allones.

With the theme "Beyond Business: Co-Creating Safe, Smart and Sustainable Tourism," local tourism businesses were encouraged to adopt technological innovations and sustainable tourism practices that lessen the carbon footprint of the tourism industry.

Speakers from various tourism subsectors shared their expertise on the topics of green tourism, innovations on tourism technology and marketing, managing hospitality-centric businesses, and tourism employment in the New Normal.



After the event, the on-site delegates were treated to a combined beach and forest adventure within the environs of the Subic Freeport Zone. A Zero-Waste seminar was also conducted by The Plastic Solution founder, Fiona Faulkner, who gave ideas for a cleaner and greener Philippine tourism.

As of 27 September, the PHITEX 2021 garnered a total of 1,417 successful appointments for 156 sellers (33 onsite and 123 virtual) and 121 buyers from 32 countries, with a projected revenue of PHP 69 million. Mr. Joebert Opulencia, President of Orientours, Co, Ltd. and Mr. Antonio Esteban of Mooncake Educational Travel and Tours Managing Director were awarded as the top buyer and seller of the event respectively.



TPB's Strategic Marketing Plan to Address Tourism Environment Volatility

For the Tourism Promotions Board (TPB), the next five years may prove to be a challenge given the continuous onslaught of the pandemic. The situation, however, did not deter the agency in coming up with a Strategic Marketing Plan (SMP) as the basis for its projects and programs until 2025.

Led by Chief Operating Officer, Maria Anthonette C. Velasco-Allones, the drafting of the SMP took into consideration TPB's three main strategic directions namely SMARTourism (leveraging of technology), Partnership as Pathways (collaboration as key) and Safe Bangon Turismo to ensure the efficient and safe resumption of tourism.

Inputs and recommendations were also obtained from the TPB's Focus Group Discussions (FGD) with tourism stakeholders including the Tourism Congress of the Philippines (TCP), partner airline companies, the Intramuros Administration (IA), the Philippine Retirement Authority (PRA), and the DOT's Tourism Regulation, Coordination, and Resource Generation (TRCRG), Office of Product and Market Development (OPMD), Foreign Offices, and Regional Offices.

Below is a glimpse of the SMP's significant points. Though the plan has yet to be fully approved, the highlights should give you an idea of how the TPB will pursue its mandate in the next four years, no matter the situation:



Target Market

Aside from prioritizing the known key markets specifically Korea, China, US, and the UK among others, there is a plan to pursue emerging markets such as Scandinavian countries, Vietnam, Mexico, India, and the Middle East. Niche or special interest groups such as the DINKs or the "dual income, no kids", student / gap year market, and even foreign nationals who plan to make the Philippines a place for retirement are also being considered.

Strategy

The TPB will focus on digitalization, which entails adopting digital platforms and maximizing the use of social media and other online mechanisms for promotion and marketing. Meanwhile, activations, familiarization tours, and travel trade events, will also continue to strengthen consumer interest.

Programs

The TPB will continually promote the country's strengths such as sun and beach and adventure activities like diving. But focus will also be given to farm tourism, eco tourism, faith tourism, culinary, ESL (English as a Second Language), and MICE.

It goes without saying that capacity-building, strengthened policies, and partnerships are imperative for all plans and programs to work. In the process, the TPB will aid tourism players and help them get the right training and education. The agency will also work with other government agencies for streamlining of operations and policies. And finally, the TPB will continually conduct dialogues with the private sector to align tourism goals and ensure inclusivity.



TPBPHL
TOURISM PROMOTIONS BOARD PHILIPPINES

PHILIPPINE MOTORCYCLE TOURISM

RIDE OUT TO BOUNCE BACK



The Tourism Promotions Board (TPB), together with the Department of Tourism (DOT), will launch the very first Philippine Motorcycle Tourism Program this November to help the tourism industry gradually bounce back and rebuild the confidence of the public to travel domestically.

TPB in collaboration with various motorcycle rider clubs and associations in the country, seeks to tap motor riders as domestic tourism ambassadors who will help promote the Philippines as a country of fun and diverse experiences, allowing tourists to discover less traveled destinations under the new normal, and advocate safe, responsible, and sustainable tourism.

The first phase of the Philippine Motorcycle Tourism will kick off in Region CALABARZON (Cavite, Laguna, Batangas, Rizal, and Quezon). This loop is divided into two (2) micro ride categories, with the first loop covering 296 kilometers in identified destinations around Rizal, Laguna, and Quezon, and the second loop covering 385 kilometers around Cavite and Batangas. All groups will kick-start simultaneously at the Quirino Grandstand located at Rizal Park, Manila on November 20.

This event aims to push forward alternative ways of traveling, highlighting motorcycles as an effective way to jump-start domestic tourism recovery and boost the local economy in these difficult times. It also promotes Motorsports Tourism, a fast-growing market niche given the 9.8 million registered single motorcycle units appropriate for motorcycle tourism activities and the yearly increase of motorcycle riders in the country.



THE PHILIPPINES: Paving the Way to a Bright Tourism Potential to the ‘better normal’

The Philippines has been in and out of community quarantines throughout the pandemic, resulting to disruption of tourism recovery plans. How is the TPB working around these waves of movement restrictions while at the same time motivating both industry players and travelers? TTG Asia Media's Group Editor Karen Yue sat down with TPB Philippines Chief Operating Officer Maria Anthonette C Velasco-Allones in a new episode of TTG Conversations: Five Questions video series to tackle the responsibilities the agency has to take to support the tourism industry towards recovery.

In this interview, Velasco-Allones shared how TPB pivoted to a more agile and innovative way to maneuver around the challenges and limitations brought by the current health crisis and how the agency has helped spur improvements and come up with new bankable tourism products that fit the travelers of a post-COVID world.



New Support Initiatives to Travelers and Stakeholders

TPB acted with greater agility to adapt to changes by exploring new ways to support the industry. There is the Weekly Members' Chat wherein stakeholders get to share best practices and innovations to make new packages that will attract inbound tourism.

In terms of policy support, TPB launched the Travel Philippines mobile application which features updated and relevant protocols and advisories so that travelers can get helpful information to guide them in their travel plans. The agency also subsidized the cost of RT-PCR test kits for domestic tourists which enabled almost to 25,000 tourists visiting reopened destinations. Allones-Velasco emphasized that it's being able to go with the flow in terms of the lockdown to create opportunities but always keeping in mind the safety not only of the tourists and travelers but also the host destinations and its communities.

TPB as a synergizer

By revisiting strategies during the pandemic, TPB became an influencer on the pivot to smart tourism, which is something that not all stakeholders were prepared for. Adopting Information and Communications Technology (ICT) solutions became an opportunity for the agency to lay down capacity-building initiatives along with infrastructure investments so that both users and technology can keep up with the business continuity and new normal demands.

The TPB also took the role of the Philippine tourism industry's synergy builder to forge stronger collaborations among the local government units and the private sector so that best practices may be replicated across the country and steer recovery initiatives more sustainably.

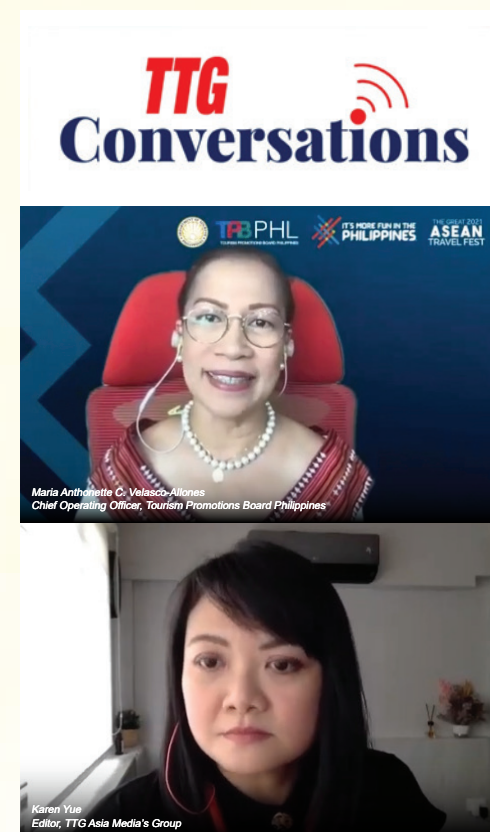


Destination: Anilao Batangas
Photo by: Robert Yin

Dive Tourism Potential in a post-lockdown world to the better normal

The TPB identified dive tourism as one of the country's most bankable tourism products to facilitate tourism recovery. The Philippines prides itself with a very long coastline and being the center of the world's marine biodiversity. In 2020, the country reaped two awards, including the best diving destination in Asia. In terms of potential, with 7,641 islands, the country offers as much opportunity for diving activities. Diving destinations are available all year round for every kind of diver with options ranging from sardines run to wreck dives.

Collaborative efforts with the diving sector also put the investment of hyperbaric chambers to keep up with the standards of global diving organizations in the pipeline. There is also heightened advocacy for sustainable tourism to protect marine life while affording the local communities with livelihood aligned within the context of the country's sustainable development goals.



Niche Tourism Offerings for New Types of Tourists

Looking at the consistent travel trends and needs in a post-lockdown environment, the TPB highlights its eco-friendly and adventure tours that encourage the joy of being outdoors, fresh air, and greenery after months of being cooped up. By collaborating with regional units, new products were developed such as hiking, camping, and mountaineering activities.

TPB also put in place what is branded as 'Transformative Journeys.' This is akin to wellness tourism, which take you away from the hustle and bustle of urban living. Properties offer cleansing, diet, and detox packages and workations.

In 2021, TPB launched three banner programs – Habi (weaving) to sustain traditional weaving practices; Hilot/Hilom, which focuses on wellness; and promotion of Halal cuisine as contribution to the livelihood of our Muslim communities.

Additionally, the pandemic taught people how to take a good pause. The agency took this as an opportunity to feature slow tourism. This form of leisure enables tourists to fully explore and appreciate the sights and stories of a destination. These immersive experiences compel tourists to savor the whole experience as they go along travel plans.

The Future of Business Events

The hosting of the World Travel & Tourism Council (WTTTC) Global Summit in 2022 is a prime opportunity to highlight the Philippines as a promising MICE destination, which is a key strategy to revive the economy and generate employment. There are multi-sectoral infrastructure developments to support the MICE sector such as the new Clark International Airport and the New Clark City, which is dubbed as the country's 'city of the future.'

To watch the full story, please visit <https://youtu.be/D-OxxpZ7ktc>



Destination: new Clark International Airport
Photo by: LIPAD Corporation



FIESTA FILIPINAS — KAIN NA! (LET'S EAT)

The Department of Tourism (DOT), with the Philippine Trade and Investment Center in Shanghai (PTIC Shanghai) and the Philippine Consulate General in Shanghai, held the first-ever Fiesta Filipinas – Kain Na! event in Shanghai, China on June 13 as part of the 123rd Philippine Independence Day celebration.

DOT Shanghai Head Ireneo Reyes said that this initiative is in line with the DOT's KAIN NA program to promote Philippine gastronomy to the international market and the Fiesta Filipinas program of the Department of Foreign Affairs (DFA) to showcase Filipino culture and festivals overseas.

PTIC Shanghai head Mario Tani mentioned that the event was also in line with the Department of Trade and Industry's (DTI) initiatives in product promotion and mainstreaming efforts in China for Philippine brands. "Since 2017, PTIC Shanghai has been working closely with exporters to increase Philippine exports of quality, innovative, and healthy food products through expositions, trade fairs, and community events such as this one. This has resulted in an increase of food exports to China as well as the introduction of more than 20 various products to the Chinese mainstream market in the fresh and processed food categories."



The whole day event featured several activities highlighting Filipino cuisine and culture. Seven (7) Filipino cooks based in Shanghai offered twelve (12) kinds of Filipino-inspired traditional dishes from different regions of the Philippines to our kababayans, the Chinese, and expat guests. The cooks come from different backgrounds such as architecture and education, but they share the same passion to serve authentic Filipino food in Shanghai.

At the same time, Philippine product promotion was conducted through the fusion of ingredients to create unique dishes including tuna sisig using Century Tuna, halo-halo topped with Pong Pong banana chips, graham dessert balls with MY San Graham crackers, bibingka using Coco Mama coconut cream, and maja blanca spiked with a bit of Tanduay Rum for an enhanced flavor. Aside from these companies, Liwayway, makers of the famous Oishi snacks, also promoted new, innovative, and exciting snacks and beverages; Super Coco promoted its famous Virgin Coconut Oil or VCO and other coconut-related products, and the Juga brand promoted mango puree made into smoothies using the world-famous Philippine mangoes.

As for Philippines travel products, the pre-selling of tour products for the "618" (June 18) event in China was also launched in Partnership with Tuniu. The 618 event is a mid-year online shopping festival, which is second only to 11-11 (November 11) or China's Singles' Day in terms of online sales, scale, and volume. Participants had the option to purchase coupons worth RMB 299 or RMB 599 to purchase RMB 999 or RMB 1,399 worth of Philippine tourism products respectively.

Of course, the Philippine Fiesta celebration would not be complete without the various fun and interactive activities available for the public to participate in. Cultural shows were rendered by the "Tribu Hiligaynon," a Filipino Community in Shanghai whose members speak and understand the Austronesian regional language called "Hiligaynon." Members of this group originate from Panay Island, Negros Islands, and some parts of Mindanao.

The group performed the MassKara and Dinagyang Festival dances which added color and brought much excitement among the predominantly Filipino and Chinese crowds. In addition, "The Bananas", an all-Filipino, five-man band also based in Shanghai, provided well-loved and sorely missed Original Pilipino Music (OPM) songs for the audience to enjoy, dance to, and sing along with.

DOT, TPB SUCCESSFULLY STAGE FIRST-EVER HYBRID REGIONAL TRAVEL FAIR



The Department of Tourism (DOT), through its marketing and promotions arm, the Tourism Promotions Board (TPB) Philippines, successfully staged the first-ever hybrid edition of the 7th Regional Travel Fair (RTF) in Tacloban, Leyte last 05 to 08 August with the theme, "Infinite Escapes: Eastern Visayas."

More than 1,500 visitors registered for the 4-day event that featured a tourism webinar, a one-day business-to-business (B2B) session, and business-to-consumer (B2C) live selling. Onsite activities, meanwhile, were held in Summit Hotel Tacloban.

"Throughout the one and a half year of our pandemic journey, we shifted our efforts to adapt to the emerging challenges and the developments that go with them within and around the tourism industry. This event will help with the continued promotion of our destinations in various regions while adopting digitization and digitalization as some of the most effective ways to bridge us to the new normal," said Tourism Secretary Bernadette Romulo-Puyat in her keynote message during the opening ceremony.

The event kicked off with a power-packed webinar session attended by more than 780 participants and graced by a strong line-up of speakers including Representative Loren Legarda who shared relevant insights on Philippine weaves; Grassroots Travel Founder Joselito Acosta who introduced the life-changing facet of Community-based Tourism Entrepreneurship, and DOT Region VIII Director Karina Rosa Tiopes, CESO III who presented updates on Eastern Visayas Tourism.

A total of 600 appointments were conducted in the B2B sessions, providing opportunities to 139 buyers and sellers

to update local industry partners with the latest Philippine tourism offerings and experience innovative ways of developing business connections.

The 2-day live selling featured products from Eastern Visayas such as handicrafts, native bags, accessories, and some local food items. Hotel accommodations and tours packages were also offered by regional DOT-accredited establishments and tour operators.

The event recorded a total of Php 18.9 million worth of generated business leads.

"While the end of the pandemic remains uncertain, your shared optimism inspires us to face our day-to-day challenges. The DOT shall continue to ensure safe travel for everyone. With your continued support, we will pave the way for our tourism to bounce back for the sake of those who depend on it for livelihood, for those who need to travel for their sanity, and for the tourism communities to gradually recover from the adverse impact of this pandemic," added Tourism Secretary Puyat.

The RTF is a program of the TPB, in partnership with DOT regional offices, local government units, and private industry players, that aims to promote and sell domestic tour packages by showcasing the best regional products and services. This year's installment is the first hybrid edition. Strict adherence to safety protocols for onsite participants was imposed as Tacloban, Leyte is under Modified General Community Quarantine (MGCQ).

The next RTF is slated for November 2021 in Zamboanga Peninsula with DOT Region IX as host.

M.I.C.E. - READY BORACAY



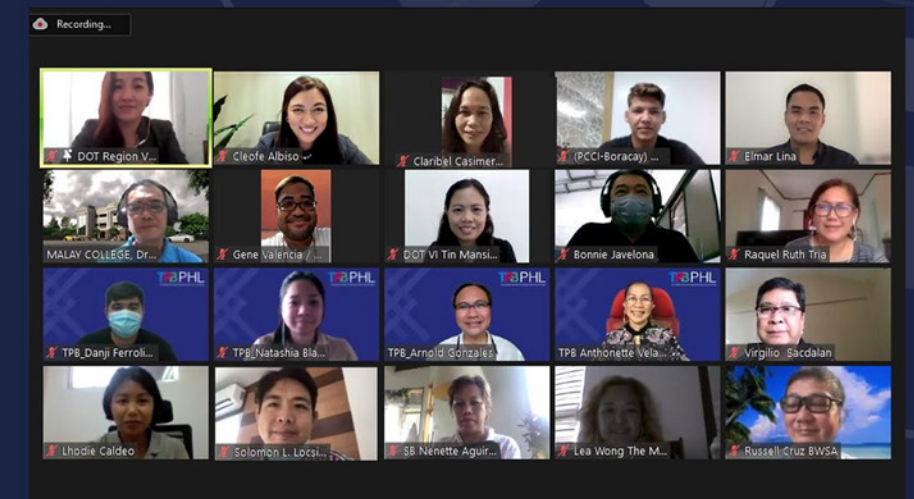
Western Visayas is no stranger to "Meetings, Incentive Travel, Conventions and Exhibitions" or MICE events. In 2018, Bacolod City in Negros Occidental was the host of MICECON (MICE Conference), one of the institutional events of the Tourism Promotions Board (TPB). The largest gathering of local and international MICE industry experts saw big names in the City of Smiles, including Makansutra founder KF Seetoh and Association Management Group Vice President Liz Jackson, among many others.

Iloilo is another powerhouse MICE destination after its successful hosting of international and local events such as the Asia Pacific Economic Cooperation and Association of Southeast Asian Nations (ASEAN) meetings in 2015 and 2017. The Department of Tourism (DOT) has been, in fact, supporting the province, ensuring the successful launch of the "Meet You in Iloilo" campaign in 2019 to promote its MICE readiness.

In the near future, another destination in Western Visayas will be groomed to host MICE events. It's none other than Boracay, one of the world's best islands and beach destinations. Apart from its famous white sand, Boracay also has a number of facilities ready to host big events.

Given its potential, a Boracay MICE Alliance was formed in support of the MICE Roadmap 2030 that encourages destinations to prioritize this particular tourism sector. A workshop was held together with DOT Region VI and TPB to map out the mission, vision, goals, strategies, and the resources needed to put Boracay on the MICE map.

The results of the workshop are still being ironed out as the Boracay MICE Alliance has yet to put its programs and plans in place, but positioning Boracay as a MICE destination is seen to foster sustainable tourism development because



MICE events are more planned and organized therefore allowing its players to follow or adapt to certain measures.

Additionally, MICE events help provide opportunities to stakeholders and partners and more importantly, drive business back to the island.

The future is indeed bright for Boracay as it aims to become more than just a "sun and beach" destination. With the ongoing pandemic, an opportunity to be a renowned MICE destination will bring hope, reviving or even generating new jobs and keeping the people, on solid ground in the years to come.



SUSTAINABILITY

The Key to Tourism Industry's Recovery

“While it has greatly affected the local tourism industry, the ongoing pandemic should not be an excuse for not pursuing sustainability”, Tourism Secretary Berna Romulo-Puyat said during the virtual recognition of Women Champions of Sustainability hosted by The Conrad Manila last 16 August.

The tourism chief added that sustainability, in fact, is critical in establishing the tourism industry of the future, which should be more resilient and “pandemic-proof.”

“Sustainability has always been at the core of the Department of Tourism's (DOT) strategies, being part of the National Tourism Development Plan (NTDP). The DOT is pushing for tourism businesses with lower resource consumption and carbon emission impact,” explained Puyat.

To achieve its goal to rebuild a more resilient tourism industry for the country, she cited the various initiatives of the DOT to promote sustainable industry practices, such as the ANAHAW Philippine Sustainable Tourism Certification, a national green certification scheme developed with the GrAT Center for Appropriate Technology under the European Union (EU) technical assistance primarily for accommodation establishments in the country.

Developed in 2018, the ANAHAW certification aims to improve the efficiency of tourism establishments and direct the Philippine tourism industry into a more sustainable future. The DOT also initiated the ANAHAW Awards in 2018, making it the local equivalent of the ASEAN Green Hotel Awards.

Puyat cited other initiatives such as the Sustainable Diner Program of the DOT in partnership with the World Wide Fund (WWF) for Nature Philippines which aims to develop and harness sustainable consumption and production strategies by assisting the food service sector in transitioning into a low carbon industry.

She also mentioned the Save Our Spots (SOS) campaign of the DOT, an intensive information project launched with the

objective to inspire the public, businesses, and communities to have a long-term view of responsible tourism.

The tourism chief likewise expressed her gratitude and admiration to the advocates of heritage preservation and sustainability particularly her fellow awardee, House Deputy Speaker Loren Legarda who has long been a supporter of local products and sustainability. Puyat added that, Legarda's inspiring work as an environmentalist and significant contribution to the Philippine's climate change laws is worthy of emulation. Other recipients include SM Hotels and Conventions Corp. President Elizabeth Sy and Pasay City Mayor Imelda Calixto.

While continuing its sustainability efforts, Puyat shared that the DOT also found ways to adapt to the evolving preferences of travelers amid the health crisis.

“The DOT also made good use of the quarantine time as we recalibrated our tourism products and developed new tourism circuits to adapt to the changing preferences of travelers,” Puyat said.

“While there are still setbacks due to the emergence of new variants of the virus, I am proud of our hospitality industry for staying the course and for bringing out innovative ideas for recovery,” she added.



Reference: DOT Press Release / DOT OPAA

RIZAL PARK DRIVE-THRU VAX SITE OPENS; PUYAT HAILS MANILA'S ANTI-COVID INITIATIVE

The Department of Tourism hailed on Sunday (Aug. 1) the City of Manila's drive-thru vaccination site at Quirino Grandstand, Rizal Park which opened on Saturday, saying it would hasten the national vaccination program against Covid-19 and bring the country closer to herd immunity.

Tourism Secretary Bernadette Romulo-Puyat said the drive-thru vaccination facility, which was set up in coordination with the National Parks Development Committee who administers and manages Rizal Park, can accommodate up to 100 reservations or up to 400 vaccinations per day. Individuals must register in advance via Manila City's vaccination website www.manilacovid19vaccine.ph to reserve their slot. Each reserved client may bring up to three (3) other registered individuals in their vehicle for drive-thru vaccination on his/her assigned schedule.

“With the move to revert Metro Manila to the stricter enhanced community quarantine (ECQ) measure, this initiative will help establish the much needed resistance against the Delta variant of the virus,” Puyat said.

Puyat had given the directive to repurpose tourism sites

and spaces into facilities to aid in the current health crisis. Through the NPDC headed by Executive Director Cecille Lorenzana Romero, the DOT signed an agreement with the City of Manila on April 28 to construct a mobile hospital at the park's Burnham Green and a drive-thru vaccination site on Independence Road fronting the Quirino Grandstand.

The tourism chief expressed her gratitude to Manila Mayor Francisco Moreno Domagoso as the recent move by the city is in line with the department's efforts to accelerate inoculation in the country, especially within the tourism industry.

At its launch on Saturday (July 31), the vaccination site completed its daily target of 400 vaccinations.

The opening of the vaccination site comes a month after the inauguration of the Manila Covid-19 Field Hospital, a 344-bed facility designed to augment the capacity of the nation's public health system to treat mild to moderate cases of Covid-19.

Reference: DOT Press Release / DOT OPAA



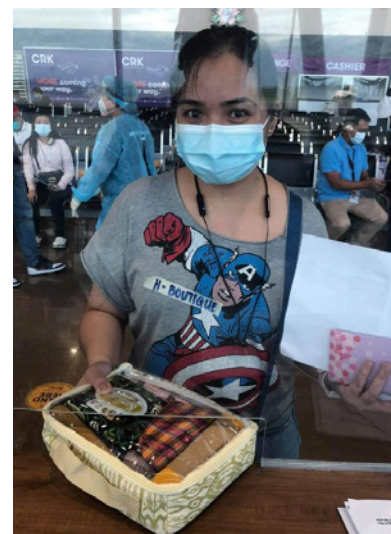
LOCAL TOURISM BUSINESSES RECEIVE DOT, TPB PHILCARE KITS



MANILA, PHILIPPINES – The Department of Tourism (DOT) and the Tourism Promotions Board (TPB) Philippines are living up to their commitment to rebuild responsible, safe, and sustainable tourism amidst COVID-19 concerns.

The TPB, DOT's marketing and promotions arm, maintains its support to the Department's continuous provision of travel essential kits, also called PHILCare Kits, to help ensure the safety of tourism workers and local travelers nationwide.

The TPB procured 12,500 PHILCare Kits composed of Personal Protective Equipment (PPE) for travel, including a washable face mask made of Abra, Binakul, Inabel, Hinablón, or Yakan fabric to support local and indigenous communities in Luzon, Visayas, and Mindanao whose livelihoods were affected by the pandemic.



To date, more than 9,000 sets of tourist PHILCare kits have been distributed to regional tourism offices and domestic tourism businesses to uphold the health, hygiene, and safety of its frontliners and visitors as local tourist destinations reopen. The TPB will continue to release the remaining 25% of its available tourism promotional materials and stocks.

Melissa Corilla of ACEA Subic Bay recognizes the practicality of the care kits saying, "I appreciate how TPB is taking care of their members during this pandemic. As a tourism frontliner, it really goes a long way. Thank you for the care kit package, TPB!"

Moreover, the TPB continues to help tourism stakeholders improve their operations through weekly webinars anchored on best practices and strategies to thrive in the competitive digital market and strengthened collaborations.

Early in 2020, the DOT and the TPB distributed tourist care kits composed of sanitation and hygiene supplies to tourism frontliners and distressed passengers who were stranded when the national government enacted quarantine measures to various parts of the Philippines.

CALL FOR PAPERS: INTRAMUROS YOUNG SCHOLARS CONFERENCE 2021

The Center for Intramuros Studies of the Intramuros Administration is calling for submissions of papers for the 3rd Annual Intramuros Young Scholars Conference (YSC). This conference is open to all emerging professionals 30 years old and below.

INTRAMUROS: A LIVING CITY

Intramuros' place in history is cemented by its heritage as one of the world's first globalized cities in the Modern Era. However, beyond the pomp and grandeur is a city with ordinary people. While literature on the sublimity of Intramuros is countless, not much narrative about the everyday lives of its people exists. As such, the 3rd Annual Young Scholars Conference will be a celebration of both the grand and the mundane—a discussion on everyday life, way of living, communities, and peoples in Intramuros.

The Conference, which will run for two days, will serve as a venue where emerging professionals with an interest in cultural heritage can share their studies on Intramuros and its heritage as a living city. It will feature a total of six research papers in the span of two days, and shall be entirely staged via online means. The conference shall be open to the public free of charge, and everyone is invited to attend and participate.

SUBMISSION GUIDELINES:

ELIGIBILITY

- Emerging professional must not be beyond 30 years old at the time of the conference;
- Willing to present their unpublished and original research paper publicly via online channels;
- Research papers by a group of authors are accepted, but only one will be allowed to present;
- Willing to authorize the Intramuros Administration to publish their research in the Conference Proceedings report.



RESEARCH TOPICS

- Theses may come from any field of study, such as but not limited to history, socio-anthropology, architecture, etc.;
- Primary subject of the thesis must be about Intramuros, the people and the communities' everyday life, past and present;
- Must be able to satisfy the theme.

FORMAT

- Research paper must be within 15-20 pages, including abstract and bibliography;
- Paper must be single-spaced, in Times New Roman, font size 12;
- Must be in APA citation style.

REQUIREMENTS

Email the IA Center for Intramuros Studies (research@intramuros.gov.ph) the following required documents not later than 01 November 2021:

1. Research paper following the prescribed format.
2. Scanned copy of any valid government-issued ID (with full birthday);
3. Scanned copy of the Signed Declaration
4. Cover letter addressed to: John E. Arcilla, Coordinator, Center for Intramuros Studies, Intramuros Administration.

FOR AUTHORS OF SHORTLISTED PAPERS

- Only six (6) papers will be selected. A formal acceptance letter and invitation letter will be sent to the finalists;
- If the research paper was done by a group, only one author will be asked to present during the Conference;
- Presenters will be invited to a test-run any day from 1-7 December;
- Presentation during the conference should be limited to 30 minutes only.

IMPORTANT DATES

1. Deadline of applications: 01 November 2021
2. Announcement of shortlisted papers/finalists: 05 November 2021
3. Conference dates: 9-10 December 2021

For inquiries email at research@intramuros.gov.ph

OPEN CALL



A group of cyclists visiting the Rizal Monument on World Bicycle Day

MENTAL WELLNESS

AT THE FOREFRONT IN RIZAL AND PACO PARK THROUGH NPDC PARTNERSHIP WITH MIND YOU

Since the COVID-19 pandemic began, the role of green, open spaces such as Rizal Park, Luneta in promoting physical and mental wellbeing becomes more evident.

According to the Philippine Statistics Authority, there has been a 57% increase in the country's suicide rate in 2020, with 4,420 Filipinos succumbing to it in the last year, compared to 2,810 suicide deaths in the country in 2019.

The pandemic—with its threat to health and life, strict lockdowns and social distancing protocols, and loss of jobs or stressful work and home arrangements—has contributed to a growing mental health concern.

As a result, more people seeking support for their mental health concerns. For instance, the National Center for Mental Health saw a 250% increase in the number of calls made to their hotline since lockdowns were first enforced in the country. From 400 calls pre-pandemic, the NCMH received an average of 1,002 calls every month in the first quarter of 2021. We've also seen many people turning to exercise, plants, and canine companions during the community quarantines to help them combat stress during the pandemic. Whenever IATF protocols permitted, hundreds of Filipinos trooped down to Rizal Park, Luneta everyday to exercise, interact with nature, or take a break from their daily routine.

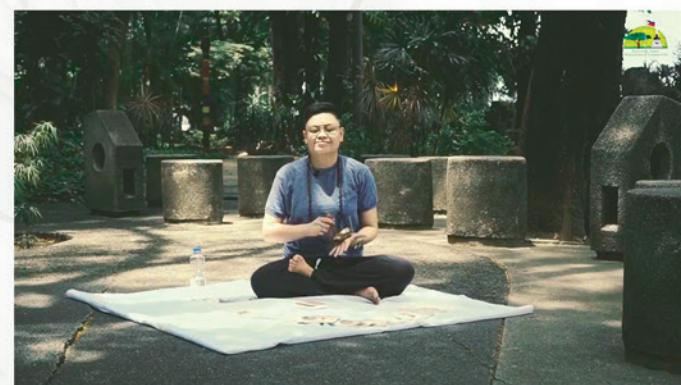
Understanding the importance of taking care of one's mental wellbeing, especially during a pandemic, the National Parks Development Committee (NPDC), the attached agency of the Department of Tourism that manages Rizal and Paco Park, is partnering with Mind You Mental Health Systems, Inc. to create greater awareness among park goers on the ways by which they can take care of their mental health.

As part of their corporate social responsibility, Mind You will be

supporting the NPDC in the creation of easily-accessible infographics, webinars, and other engaging content in line with NPDC's existing programs, with a special focus on mental wellbeing and activities that can be done at home or at the park to improve one's wellness.

Furthermore, Mind You will also be providing NPDC employees with free access to preventive mental health services via their digital platform, enabling employees to avail of free and convenient counselling support. These are most welcomed in light of RA 11036 or the Mental Health Act, which was signed into law in 2018 and establishes a national mental health policy directed towards improving the health of the population in schools, workplaces, and communities. The Mental Health Act underscores the basic right of all Filipinos to mental health, as well as the balanced delivery of mental health services in both the community and hospital setting.

For the duration of their partnership, NPDC and Mind You will be working together to welcome happier and healthier park goers to Rizal Park, Luneta and Paco Park.



Fitness Fridays episode on Meditation at the Kanlungan ng Sining garden at Rizal Park

WORLD-CLASS ATHLETES AND WORLD-CLASS TOURIST DESTINATIONS A WINNING COMBO FOR THE PHILIPPINES



We are still at the height of the pandemic and sadly, a lot of things are affected. Two of them are sports and tourism, and as a sports fan who grew up in the province, I felt its impact.

But like every human being, we all adapted. So to take a chance on the situation, me and my friend Alvin created a podcast last year called "Off The Bench." It's streamed live on Facebook and talks about sports and everything under the sun. So far, we have produced three seasons with 80 episodes featuring athletes, politicians, artists, and content creators.

We created this podcast to entertain ourselves during these trying times, plus we get to virtually meet and get to know more about our sports idols. And just like that, it's been a year since we've been doing this program.

One thing I do every episode is to promote my province, Ilocos Norte. Always proud that I'm from that part of the county, because why not? We have beautiful beaches, popular tourist destinations, a rich culture, and great food. And I'm glad to call Ilocos Norte my home.

Little did I know that my hometown would be a key part of sports in the Philippines at this time of the pandemic. The province welcomed athletes from the Philippine Basketball Association (PBA), our volleyball national team, and hosted volleyball leagues in a bubble set up. I am just glad that these were executed perfectly following standard health protocols to ensure the safety of our athletes.



Off The Bench: The Podcast S4 Epi. 82 w/ Coach TAB BALDWIN



Off The Bench: The Podcast S3 Epi. 62 w/ BOOM GONZALEZ



This thought leads me now to the recent Olympics held in Tokyo which could be the most successful Olympic stint of the Philippines since we started joining the event in the 1920s. Our national athletes were able to bring home four medals, including that elusive gold Hidilyn Diaz earned. As a sports fan who's been watching the Olympic Games since 1996, seeing Diaz on the podium with a gold medal around her neck and hearing our national anthem, is one of the historic moments I was happy to have witnessed. Despite difficult times, something good still came out and lifted (pun intended) the Pinoy spirit up.

And as a sports fan, we should not settle for just one gold, in my opinion, because we can do better. I always believe that we have the talent and the skills. We just need the right resources, coaches, and support to make the Olympic dream not just a dream but a reality on a consistent basis. This could be a wake-up call for us and I'm delighted to see that slowly but surely we are doing the necessary things to support our national athletes.

We've created sports training facilities like the National Sports Academy in Clark, which will open soon and I'm looking forward to it. Our youth, who are our future (as our national hero once said), are able to train and study in a sport-specific environment. When you invest in grassroots, you know it will pay off.

Things might be dark and uncertain right now, but we have planted seeds that would make things better and would be able to produce world-class athletes, just like our tourism spots that are world-class.

Monchi Ampil is a proud Ilocano working as a Government Relations Specialist at Metro Pacific Tollways Corporation. This avid sports advocate was recently awarded as the first NLEX ambassador.

Photo by: Monchi Ampil

REDISCOVERING ZAMBOANGA & BASILAN

Bienvenidos a Ciudad de Zamboanga! What is it like to visit the Little Spain of Asia? How about the beautiful Isabela de Basilan? Only a few have seen these provinces that have been stymied by negative publicity. However, with all the changes brought forth by the pandemic, all destinations have the opportunity to reset and rediscover their roots and stories as they prepare to welcome all travelers soon.

TPB's Philippine Tourism Influencers' Program promoting Zamboanga Peninsula and Basilan showcased tourism readiness especially on the strict observance of health and safety protocols. This initiative was also anchored in the agency's banner programs on HABI (weave), HILOT/ HILOM (wellness) and HALAL (cuisine).

So, is it safe to go? A resounding yes. For now, let these images sear the idea into your mind to add Zamboanga Peninsula and Basilan to your travel bucket list.



A smooth and relaxing ride on a Vinta boat, Zamboanga City's colorful version of canoes with double outriggers used by the locals to sail in the lagoon.



Fresh culinary feast featuring heirloom recipes of the Sama Cultural Community at the Marang-Marang Floating Cottage. A short 'Sakayan' river cruise follows in the mangrove area.



Take unlimited Instagrammable shots at the Rubber Plantation in Isabela de Basilan. Rubber is known as Basilan's white gold. Photo by Dats Asakil Jalani.



The Lost Juan following new normal travel protocols



Get your dose of vitamin sea at the Las Islas de Sta. Cruz, renowned for its pink sand which made it to National Geographic's 21 best beaches in the world in 2017.



Apuh Jahlinan Ilul, the cousin of GAMABA and National Living Treasure awardee Apuh Ambalang Ausalin, demonstrated the "Tanyak-Tanyak." This is a traditional Yakan facial art traditionally worn by a bride on her wedding day.



Diet? What diet? More of the fresh Halal cuisine in the Bulingan Waterfalls Nature Preserve in Lamitan City, Basilan.



The Malamawi White Sand Beach, dubbed the crown jewel of Basilan's tourism.



A grand Subanen cultural welcome over the Lapuyan waterfalls in Zamboanga del Sur.



A cooking demo of Subanen traditional delicacies



Habi, a cultural tradition passed down generations – at the Yakan Weaving Village Tour.



Bulacan Redefines Travel Near Metro Manila

Great learnings and adventures start here

By Eleanor A. Leyco-Chua

Bulacan played a very important role in putting our country together. It has the imprints of what and who we are today. This is where the 1st Republic of The Philippines was established, the cradle of great Filipino heroes – Francisco Balagtas, Gregorio Del Pilar, and Marcelo H. Del Pilar.

From its historical landmarks and heritage cuisines to vibrant waterparks and the Bulakenyo craftsmanship,

Bulacan is a great stop to experience and learn the rich cultural heritage of our great nation.

Bulacan is home to several old churches that have withstood the test of time. A fine example is the famous Barasoain Church in Malolos, dubbed as the most important religious building in the country as it served as the venue for the Constitutional Convention of the 1st Philippine Republic in 1898.

Surrounding Barasoain Church are old houses akin to those in Vigan, Ilocos Sur. There are also several notable ancestral houses in the area, which can give you a glimpse of how Bulakenyos flourished during the Spanish era.

Aside from the nostalgic old houses and churches, Bulacan is also home to several outdoor sites offering extraordinary adventures. A few hours' drive from Manila will take you to Biak na Bato and DRT (Dona Remedios Trinidad), Bulacan.

The famous Biak na Bato National Park in San Miguel is recognized for the heroic acts of our ancestors who first declared this municipality as the 1st Republic in the country. Meanwhile, the nerve-thrilling activities in DRT are surely deserving of a shout-out on your social media accounts. DRT is a mountainous municipality that is blessed with several natural resources like spring, rivers, caves, waterfalls, and other adventure trails.

Bulacan also offers delish gastronomy, one of which is a heritage dish – Jamon de Bulakenya – served during the Malolos Convention. Jamon De Bulakenya is another trademark of Bulacan's best.

The province is also known for the world-class skills and artistry of its people. They gained the respect of the fashion industry since sewing was once the biggest economic driver of Bulacan. To help save and protect this industry, the family of Percy Rapanut established the Disendyo Pandi, a fashion and designers hub, which was built to gather and support local seamstresses, designers, and garment manufacturers who have been the movers of the Pandi designs and creations.

The local government of Bulacan is still developing and discovering new places to offer, assuring local and foreign tourists that a trip to this magnificent province is always worth their while.



PICC @45:

The Legacy Continues



The Philippine International Convention Center celebrated its 45th year last September 5.

Asia's first convention center was opened to the public in 1976 in time for the country's hosting of the International Monetary Fund-World Bank meeting. Since then, the PICC has been the setting for over 15,000 events, such as international summits, medical conventions, commencement exercises, corporate and government meetings, religious celebrations, and social gatherings. Designed by National Artist for Architecture Leandro Locsin, the Center is also a home to some of the country's most treasured art masterpieces.

At 45, the PICC is determined to maintain its standing as the Philippines' premier event venue. Its future plans include the construction of a new art building that will have 30,000 sqm for Trade Exhibitions and 60,000 sqm for office spaces for lease on the upper floors, and a multi-storey parking building that will accommodate more than 200 vehicles of event attendees and office space lessees. This will replace The Forum when it ceases to be used as a quarantine facility. In addition, a two-storey office and commercial building will be constructed south of the Secretariat Building, which will be leased out to government offices and commercial establishments.

The Center has also taken advantage of the lull in its events calendar by implementing and fast-tracking a

number of infrastructure projects. These include the rehabilitation of the 4th floor of the Reception Hall and the 3rd floor of the Plenary Hall which will be converted into additional office spaces for lease. Currently, there are six government agencies holding office at the PICC, whose operations continued even during the lockdowns.

Since the start of the pandemic, the PICC has been preparing for the new normal. Thermo-scanners, personal protective equipment, disinfection equipment, air ionizers, hand sanitizers were procured. Isolation rooms for guests manifesting COVID-19 symptoms were constructed at the building entrances. Event guidelines and food and beverage protocols were updated to comply with IATF regulations, and venue capacities are periodically recalibrated. Its WiFi and technology capacities were upgraded to address the requirements of virtual and hybrid events.

What's the PICC's secret for its longevity? PICC General Manager Renato B. Padilla says, "I consider our commitment to help our clients create memorable and successful events. Our clients have remained loyal to us because of the excellent service we provide, before, during, and after their events."

For more information, visit www.picc.gov.ph

Photos sourced from www.picc.gov.ph



24 | September 2021

SURMOUNT THE CLIMB

By: Blanca Fe Isla-Villarico, M.B.A
Gen Mgr. Travelscope Travel & Tours



Taken aback? Generally, this is what we commonly felt and still feel in these trying times. How can one truly overcome the business challenges of the tourism industry? Until when will this situation pass?

I started my travel and tours business out of a dream that someday I would be able to tour around the world doing business and pleasure at the same time. I opted for this business way back 2010, patiently building and gathering my market in our little city. This industry gave us enough experience in dealing with mixed level travelers and tourists domestically and internationally. It has brought numerous experiences in harnessing our services and has improved our products as well. We surely had our peak and off-peak seasons.

This international health crisis, no doubt, crippled us.

Have you heard of Mt. Apo Natural Park? Our quaint little city is just at its foot - Kidapawan City, North Cotabato. Perhaps then you have heard about the "City of Fruits and Highland springs." Naturally, we are blessed in agricultural and tourism aspects.

One of our roles as a travel industry partner of the tourism sector is to contribute to the promotion of our local government unit as well as fulfilling our own social obligation. We have to own what we have, giving pride to where we stand. Proud to say, as a chairperson, our primary movers in the industry have been contributing equally important efforts to major events like the charter day celebration and the Timpupo Event. Yes indeed, we were getting there as the city made a mark in the Guinness World Record for Cha-Cha and Samba dance. Also, the city has the longest "Fruits Eat ALL you can" event.



Dr. Alfred's Mangosteen Farm @ Birada, North Cotabato

But then countless challenges shook us. In the year 2019, we had a major earthquake which started turning tables and damaged some of our tourism sites. Then again, no matter what, our tourism council and association members continued their support for events, and livelihood programs were created to help the affected communities and most importantly, the ethnic groups, Manobo.



Let the hand of God guide us and never cease to live. Dance with whatever music we got and learn that no matter what adversity may strike, continually reach out and work together. Surmount the climb, theoretically speaking, conquer Mt. Apo with pride.

PANALONG PAGKAING PINOY!

According to a survey conducted by TasteAtlas, a website dedicated to promoting traditional food from around the world, the Philippines' Sinigang grabbed the first spot as the World's Best Vegetable Soup. It was voted the best out of 160 other dishes from different countries.

While we all agree that one of the most loved and winning Filipino cuisine is Sinigang, we asked some of our Tourism Attachés on their Panalong Pinoy Food and here are their responses:



Mr. Ireneo H. Reyes
Tourism Attaché
PDOT-Shanghai, China

"Some Filipino foods are synonymous with celebration. Our culture is full of festivals and milestones which also means great food.

The king of the table will always be Lechon. I'm talking about the more than 15 kilos of pig roasted in open flame for four hours or more. From the way it's meticulously prepared to the way it looks on the table, and the crispiness of the skin and the flavor, with or without sarsa, people line up to get a taste of this special dish. There's surely a celebration when there is lechon on the table. It's not something we can cook every day.

Every region in the country has a different version of lechon but they all taste good and it's a must try. Lechon is truly a Filipino food we can be proud of."



Ms. Hazel Habito Javier, Ph.D.
Tourism Attaché
PDOT-Taipei

My all-time favorite Pinoy dish is the Pork Binagoongan (pork in shrimp paste) specially cooked by my mom. Nothing compares to the superb taste! Not only me but the whole family, especially my hubby, and one of my twin boys love the dish that we end up eating a bowl of rice or two. Pork Binagoongan is also the favorite dish of my friends that whenever I invite them to our farm, they would usually request for the perfect Pork Binagoongan and plenty of rice. My dearest mom couldn't say no and would simply prepare the best as always!

Pork Binagoongan is a simple dish in which pork is stewed and sautéed in shrimp paste. One can use the fresh alamang that can be bought in a *palengke* (market) or from the bottled bagoong. You may add fried eggplant into the dish. There are a lot of recipes on the internet, but I won't share mom's trick ... it must be patented.

Oh my...missing my mom's specialty, hope to be home on Christmas!

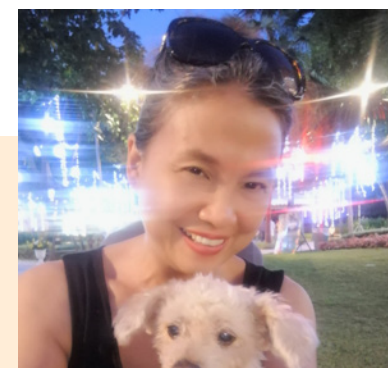


My "Panalong Pagkain Pinoy" will always be Sinigang. Ever since I was a child, it has been my comfort food. Even on warmer days, I can happily eat it with steaming hot rice while sweat rolls from my forehead. I have even wished that I won't feel full when eating sinigang so I can eat it forever. The sour soup is like a hug that reminds me of family bonding moments, that's why I always cook and eat Sinigang even when I am miles away from home. I am not surprised that it was awarded as World's Best Vegetable Soup by Taste Atlas!



Ms. Soleil P. Tropicales
Tourism Attaché
PDOT- Los Angeles, California

Natural fermented foods are important to strengthen your gut because they contain beneficial probiotics and live cultures which help the overall health of your digestive system and enhance the immune system which are important in times of COVID and stressful times like now. The Philippines has a one of a kind and original fermented food called "nata de coco." And unlike most fermented foods, it has fewer sodium so it's a lot better. Try it with yoghurt and honey on a daily basis!!! This is my staple diet.



Ms. Gwendolyn S. Batoon
Tourism Representative
(Tourism Director for West Japan)



Ms. Margarita Patricia R. Valdes
Tourism Attaché
PDOT-Frankfurt, Germany

My "Panalong Pagkain Pinoy" is Adobong Pusit, and there's nothing quite like the one I get from home. I love the combination of the salty taste of the sea and our tangy cane vinegar, and the soft texture of our fresh squid. Combined with green sili and sinangag, it's like getting a warm hug on a cold, rainy day!



Mr. Richmond Jimenez
Tourism Attaché and Director
PDOT-Los Angeles

"A visit to our local "Sari-Sari Store! It is not just on a typical "kanto" but in the middle of the famous Los Angeles' Grand Central Market in downtown serving Filipino food. From the owners of LA's Republique, Bicycleette and Manila's Wildflour restaurants is Sari Sari patronized by both Filipino and foreigners alike. Panalo talaga ang Pinoy food!"

PHITEX 2021 POST-TOUR

Promotes Long Term Sustainability

On September 19-23, the TPB once again hosted the annual Philippine Travel Exchange (PHITEX) 2021 with the theme: "Beyond Business: Co-Creating Safe, Smart and Sustainable Tourism". Held at ACEA Subic, the event projected PHP69M worth of revenues during the B2B sessions.

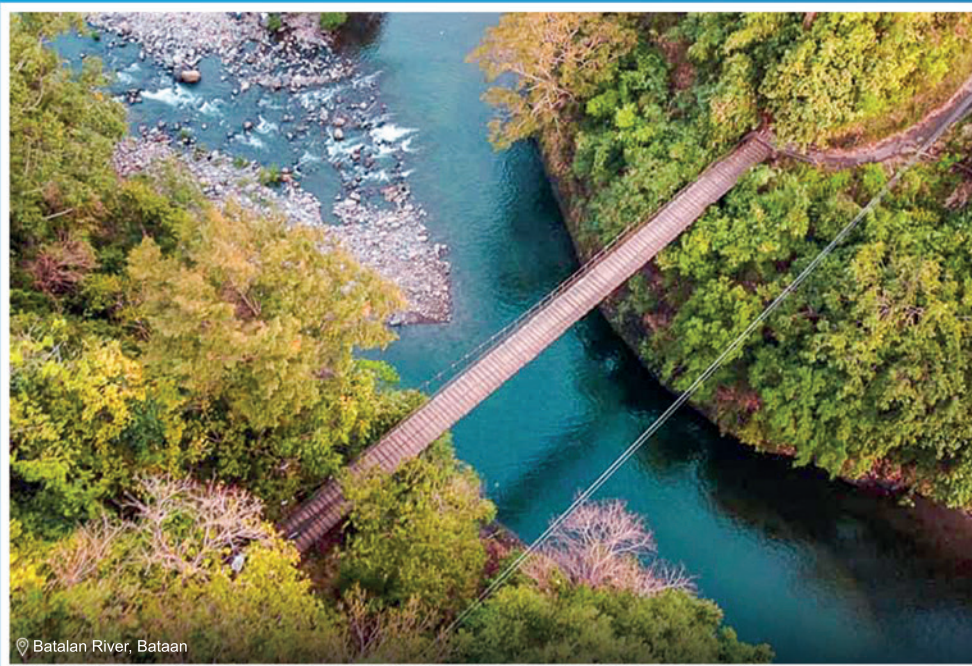
PHITEX 2021 concluded with a post-event tour around Subic. The sellers and the invited media took part in various activities geared towards sustainable tourism offered by the destinations. Here are some of the highlights during the post-event tour:



Apaliin Trail, Morong, Bataan



El Kabayo, Subic



Batalan River, Bataan



Apaliin Trail, Morong, Bataan



Grande Island, Subic



El Kabayo, Subic



Pamulaklakin Forest Trail, Subic

celebrates

TAUNANG PARANGAL SA BAYANING PILIPINO

121st Civil Service Month Anniversary Celebration

In celebration of the Civil Service Month, the Tourism Promotions Board (TPB) held its Taunang Parangal sa Bayaning Pilipino (TPBP) last September 24, spearheaded by its Personnel and Human Resource Development Division (PHRDD). The virtual event was attended by TPB employees as well as esteemed guests and speakers.

The TPBP program included a learning session following this year's Civil Service Month theme prescribed by the Civil Service Commission (CSC): "Transforming Public Service in the Next Decade: Honing Agile and Future-Ready Servant Heroes". Guest

Speaker Arthur Luis P. Florentin, Executive Director of the Civil Service Institute, discussed achievements in Human Resource reforms as a response to the new normal and the major changes the industry will have to undertake in the next few years as the country recovers and pursues a better normal.

During the program, the TPB also granted loyalty incentives to longstanding exemplary employees. A Plaque of Loyalty was awarded to Ms. Ma. Nedalin L. Miranda and Mr. Ramon S. De Veyra Jr. for their 25 years of service in TPB.

Under the Program on Awards and Incentives for Service Excellence (PRAISE), the TPB PRAISE Committee presented the Exemplary Behavior Award, the Zeal of Excellence Award, and the Circle of Excellence Award to the following TPB personnel:

Loyalty Awardees



MA. NEDALIN L. MIRANDA RAMON JULIAN S. DE VEYRA JR.

Zeal of Excellence Award



MARIA ANTHONETTE C. VELASCO-ALLONES (Pinuno)
 JELLINE JAZEL J. CRUZ (Kawani)

Exemplary Behavior Award



TERESITA D.L. LANDAN (Pinuno)
 IRENE U. FRANCISCO (Kawani)

Circle of Excellence Award



JANET W. CANOY (Pinuno)
 HAZEL G. FRANCISCO (Kawani)

Circle of Excellence Award



EMMANUEL A. ZARATE (Pangkat Category)

I.T. Support Team led by Emmanuel A. Zarate



Meanwhile, qualifiers of the different Award Categories were also issued certificates to acknowledge their achievements, nominators were given souvenirs for active employee participation.

The current CSC Commissioner Atty. Aileen Lourdes A. Lizada graced the TPBP event through a video message, recognizing the passion and dedication not only of the awardees but also the

members of the entire civil service personnel.

The TPBP was held in commemoration of the establishment of the Philippine Civil Service by virtue of Public Act No. 5 in 1900 (An Act for the Establishment and Maintenance of an Efficient and Honest Civil Service in the Philippine Islands) and to recognize all the workers of the agency and their commitment to the service.

**NOV
4-7
2021**

 **RTF**
TOURISM PROMOTIONS BOARD PHILIPPINES
REGIONAL TRAVEL FAIR
📍 Zamboanga Peninsula



**NOV
13-16
2021**


M.I.C.E. CONnect 2021
📍 Boracay Island, Aklan

