



REPUBLIKA NG PILIPINAS
REPUBLIC OF THE PHILIPPINES
KAGAWARAN NG EDUKASYON, KULTURA AT ISPORTS
DEPARTMENT OF EDUCATION, CULTURE AND SPORTS
UL Complex, Meralco Avenue
Pasig, Metro Manila



September 25, 1998

*Sama-Sama
sa DECS*

DECS MEMORANDUM

No. 394, s. 1998

NATIONAL TOURISM WEEK

**To: Bureau Directors
Regional Directors
Schools Superintendents
Private Elementary and Secondary School Principals**

1. Pursuant to Presidential Proclamation No. 894, s. 1996 "Declaring the Last Week of the Month of September of Every Year as National Tourism Week," this year's National Tourism Week shall be celebrated on September 21-27 with the theme "Public - Private Sector Partnership: The Key to Tourism Development and Promotion."

2. The program aims:

- a. to instill national consciousness on tourism as an instrument of progress towards an accelerated national development, unity and identity as a nation; and
- b. to encourage appropriate activities in line with the declaration of the World Tourism Organization (WTO) and Presidential Proclamation No. 1942 s. 1980 on the observance of World Tourism Day every 27th day of September.

3. In line with the celebration and to ensure the successful implementation of the National Tourism Week, all schools are requested to conduct tourism quizzes, photo exhibits and symposia on tourism awareness and career opportunities and benefits in the field of tourism or any other innovative projects which are relevant to the theme.

4. In this connection, DECS representatives may participate in some activities of the week-long celebration. Inclosed is the copy of the program of activities of the National Tourism Week.

5. Immediate dissemination of this Memorandum is expected.

Andrew Gonzalez
ANDREW GONZALEZ, FSC
Secretary *AG*

Incl: :

All stated

Reference:

None

Allotment: 1—(D.O. 50-97)

To be indicated in the Perpetual Index
under the following subjects:

CELEBRATIONS & FESTIVALS

SCHOOLS

NATIONAL TOURISM WEEK
September 21-27, 1998

As of September 1998 (4:30 PM)		10 am	
21 (MONDAY)			
<ul style="list-style-type: none"> 8:30 am Flag Ceremony (co DOT-IS) Mass (co PTA) Quadrangle 	<ul style="list-style-type: none"> 8:30 am Flag Ceremony (co DOT-IS) Secretary's Forum (co DOT-IS) Mr. Jose A. Gonzalez Sec. of Tourism (Feb. '86-Apr. '89) 	<ul style="list-style-type: none"> 8:30 am Flag Ceremony (co DOT-IS) Secretary's Forum (co DOT-IS) Mr. Peter D. Garcia Sec. of Tourism (June '89 - Jan '91) 	<ul style="list-style-type: none"> 8:30 am Flag Ceremony (co DOT-IS) Secretary's Forum (co DOT-IS) Mr. Rafael M. Alunan III Sec. of Tourism (Jan. '91-Feb. '92)
22 (TUESDAY)			
<ul style="list-style-type: none"> 8:00 - 11:00 am Orientation Course on Tourism for The Youth Ft. Paaz School, Tondo, Ma] (co DOT-OTC) 	<ul style="list-style-type: none"> 9:00 - 12:00 pm "Kabuhayan Para sa Masa" Livelihood Training for Selected Disadvantaged Groups DOT Quadrangle (co IC-GAD) 	<ul style="list-style-type: none"> 9:30 am "Puno ng Bukay" Tree Planting (Elevated Park of Rizal Park) (co NPOC & DOT-NCR) 	<ul style="list-style-type: none"> 10:00 - 11:00 am Launching of the Green Globe Destination Reports for Iligao & Camiguins (co DOT-OTC) 10:00 - 12:00 pm MOA Signing w/ MARINA Subicso Lines North Harbor (co DOT-TSRO)
23 (WEDNESDAY)			
<ul style="list-style-type: none"> 9:30 am "Kabababhan at Kapangyarihan" Painting Exhibit DOT Lobby (co DOT-BDTP) PTA Properties Exhibit Kalew Enhanced (co PTA) 	<ul style="list-style-type: none"> 9:30 am - 12:00 pm "Turismo Kaakbay sa Kanyarian" Tourism Industry Meeting (DOT Auditorium) (co DOT-OTC) 	<ul style="list-style-type: none"> 4:00 - 5:00 pm "Damil at Palamut" Linggo ng Kasuctang Pilipino (Case Mental) Opening of Exhibits of the 18th Century Filipino Costumes (co TSRO-IA) 	<ul style="list-style-type: none"> 1:30 - 3:00 pm "Isang Tanong, Isang Sagot Para sa Turismo" Tourism Quiz (DOT Employees) (DOT Quadrangle) (co DOT-TSRO & PPDC)
24 (THURSDAY)			
<ul style="list-style-type: none"> 10:00 am - 7:00 pm Food Fair (Valencia Circle, Rizal Park) (co Jane Jarabe - PTA) 	<ul style="list-style-type: none"> 1:00 - 5:00 pm Turismo Para sa Masa at Intramuros, Nayong Filipino & Rizal Park (co IA, NPF, NPDC) 	<ul style="list-style-type: none"> 5:00 - 6:00 pm Book Launching (DOT Auditorium) (co DOT-TSRO) at Dr. Jurella 	<ul style="list-style-type: none"> 8:30 am Flag Ceremony (co DOT-IS) Secretary's Forum (co DOT-IS) Ms. Narcizalia Z. Lim Sec. of Tourism (Feb. - Sept. '92) Mr. Vicente J. Carlos Sec. of Tourism (Sept. '92 - July '95) Lobby Area (co PTA)
25 (FRIDAY)			
<ul style="list-style-type: none"> 5:30-7:00 pm Mga Himng at Inangog sa Turismo Handang Namin Sa Inyo (Dance Contest) (DOT Gallery) (co PTA) 	<ul style="list-style-type: none"> 7:00 pm "Salo-Salo Kasama Ang Pargulio" Industry Dinner w/ Pres. Joseph Erciano Estrada (Magnolia, Manila Hotel) (co DOT-PPDC & IS) 	<ul style="list-style-type: none"> 8:30 pm Paco Park Presents UP Circle of Guides & Friends (Paco Park) (co NPDC) 	<ul style="list-style-type: none"> 9:30 - 12:00 pm "Kabuhayan Para sa Masa" Livelihood Training for Selected Disadvantaged Group DOT Quadrangle (co IC-GAD) 9:30 am - 12:00 pm Poster & Stogan Making Contest (Rizal Park) (co NPDC & DOT-NCR) (TESCU)
26 (SATURDAY)			
<ul style="list-style-type: none"> 7:30 pm Dancing in the Park Centes (co DOT-TSRO) Dr. Jurella 			<ul style="list-style-type: none"> 4:30 - 7:00 pm Open Air Audition (Rizal Park) "Banda Rito, Banda Roon, Sa Turismo Celebration" (co NCR)
27 (SUNDAY)			
			<ul style="list-style-type: none"> 5:00 pm Concert at the Park (Rizal Park Open Auditorium) (co NPDC)

NATIONAL TOURISM WEEK
GENERAL ACTIVITIES
September 21-28, 1998

DATE	TIME	VENUE	ACTIVITY	PRIVILEGES	AGENCY
21-27		Casa Manila & Fort Santiago	Walking Tour	Free Admission	IA
21-27		Nayong Pilipino	Walking Tour	Admission Fee - 50% discount	NP
21-26	8:00 am - 8:30 pm	Paco Park, Rizal Park's: Chinese Garden, Japanese Garden, Children's Playground	Walking Tour	Free Admission	NPDC
21-26	7:00 - 7:30 pm 8:00 - 8:30 pm	Rizal Shrine, Rizal Park	Light & Sound Presentation	Free Admission	NPDC
21-28		Malinta Tunnel Corregidor	Light & Sound Shows	50% Off	CFI
21-28		Sun Cruises/Tennessee Walker	Cruise to Corregidor	Free Entrance Fee	CFI
21-28	9:00 am - 4:00 pm	Corregidor	Loop Tour	50% Off	CFI
25	11:30 - 3:00 pm	Tagaytay Picnic Grove	Kabatagan 2000 Tour	Free Tour for Special Children	DOT-BDTP

Open Museum (c/o DOT-BDTP)
Special Rates/Discounts on PTA Hotels & Resorts (c/o PTA)
Lakbay Sentenaryo (c/o PCVC)

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LIST OF MUSEUMS AND PARKS OPEN TO THE PUBLIC FOR THE NATIONAL TOURISM WEEK (September 21 to 27, 1998)
****Free Entrance**

Name of Museum/Park	Waived Dates	Remarks	Description
CULTURAL CENTER OF THE PHILIPPINES GALLERY	September 1 to 30		Visit the exhibitions of paintings (100 Years:100 Artists), sculpture (Heroes in Wood and Stone), and architecture (Contemporary Norwegian Architecture)
CASA MANILA	September 21 to 27		Highlight of the museum is the Gold Collection which showcases the exquisite pre-hispanic gold ornaments and finds from various areas of the Philippines.
CENTRAL BANK MONEY MUSEUM	September 21 to 27		
METROPOLITAN MUSEUM OF MANILA	September 21 to 27		
FORT SANTIAGO	September 21 to 27		
COCONUT PALACE	September 21 to 27		
CHINESE GARDEN	September 21 to 27		
JAPANESE GARDEN	September 21 to 27		
CHILDREN'S PLAYGROUND	September 21 to 27		
LIGHT AND SOUND PRESENTATION (Martyrdom of Jose Rizal)	September 21 to 27		
NAYONG PILIPINO	September 21 to 27	50% Discount on Entrance Fee	
PHILIPPINE MUSEUM OF ETHNOLOGY	September 21 to 27	50% Discount on Entrance Fee	
MALACANANG HERITAGE FOUNDATION MUSEUM	September 22 to 23		The palace, the home of American Governors and Philippine Presidents, contains rare art pieces by Philippine National Artists and priceless antiques.
RAYVALA MUSEUM	September 26 only	Discount on Entrance Fee for the remaining days	Features dioramas of the Philippine History, intricately scaled water-efstsn The Eoal Room, and meet the First National Artist through his works at the Amorsolo Gallery. More contemporary art and historical displays at the Galleries and the Mail Room.
JUST MUSEUM OF ARTS AND SCIENCES	September 23 to 26		
SAN AGUSTIN CHURCH AND MUSEUM	September 21	Discount on Entrance Fee for the remaining days	

REGION II LIST OF MUSEUMS OPEN TO THE PUBLIC FOR THE NATIONAL TOURISM WEEK (September 21 to 27, 1998)

**** Free Entrance**

Name of Museum	Waived Dates	Remarks	Description
CAGAYAN HISTORICAL MUSEUM AND RESEARCH CENTER	September 21 to 27		
NATIONAL MUSEUM (Cagayan Branch)	September 21 to 27		
LA SALETTE UNIVERSITY (Santiago City)	September 21 to 27		
LA SALETTE JONES MUSEUM (Isabela)	September 21 to 27		
WEST CENTRAL SCHOOL CENTENNIAL CORNER & MUSEUM (Tuguegarao)	September 21 to 27		
CAGAYAN NATIONAL HIGH SCHOOL CENTENNIAL CORNER & MUSEUM (Tuguegarao)	September 21 to 27		
ISABELA NATIONAL HIGH SCHOOL CENTENNIAL CORNER & MUSEUM	September 21 to 27		
ECHAGUE ELEMENTARY CENTENNIAL CORNER & MUSEUM (Isabela)	September 21 to 27		
SOLANO ELEMENTARY SCHOOL CENTENNIAL CORNER & MUSEUM (Nueva Vizcaya)	September 21 to 27		

REGION III LIST OF MUSEUMS OPEN TO THE PUBLIC FOR THE NATIONAL TOURISM WEEK (September 21 to 27, 1998)

**** Free Entrance**

Name of Museum	Waived Dates	Remarks	Description
CLARK MUSEUM (Clark Field, Pampanga)	September 21 to 27		
MUSEONG KAPAMPANGAN (Clark Field, Pampanga)	September 21 to 27		
BALIUAG MUSEUM (Baliuag, Bulacan)	September 21 to 27		
HIYAS NG BULACAN MUSEUM (Malolos, Bulacan)	September 21 to 27		
BARASOAIN MUSEUM (Malolos, Bulacan)	September 21 to 27		
CASA REAL MUSEUM (Malolos, Bulacan)	September 21 to 27		

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OTHER MUSEUMS OPEN TO THE PUBLIC FOR THE NATIONAL TOURISM WEEK (September 21 to 27, 1998)

Name of Museum	Waived Dates	Remarks	Description
AMERICAN WAR MEMORIAL		No Charge	
MUSEO NG MAKATI		No Charge	Oil Paintings of Past Mayors and dioramas
NATIONAL MUSEUM OF THE PHILIPPINES		No Charge	Exhibition of paintings of Filipino Masters, Philippine Flora and Fauna, Natural Heritage, Story of the Filipino People and a lot more.
RAMON MAGSAYSAY AWARD FOUNDATION MUSEO NG MAYNILA		No Charge	
QUEZON CITY MEMORIAL CIRCLE AND SHRINE		No Charge	A living entry for cultural enrichment, enjoyment and education of the Manilaños featuring: "Making Manila Images 1830s-1930s", "Si Bontifacio Malin", Manila Archaeology, "A Turn of the Century Sala in Pandacan", and "A Touch of Manila"

CAR LIST OF MUSEUMS OPEN TO THE PUBLIC FOR THE NATIONAL TOURISM WEEK (September 21 to 27, 1998)

***Free Entrance*

Name of Museum	Waived Dates	Remarks	Description
BENGUET MUSEUMS (La Trinidad, Benguet)	September 21 to 27		
CULTURE AND ARTS MUSEUM (St. Louis University)	September 21 to 27		

REGION XII LIST OF MUSEUMS OPEN TO THE PUBLIC FOR THE NATIONAL TOURISM WEEK (September 21 to 27, 1998)

Name of Museum	Waived Dates	Remarks	Description
AGA KHAN MUSEUM (MSU, Marawi City)		No Charge	
REGIONAL MUSEUM (ORG Compound, Cotabato City)		No Charge	
KIDAPAWAN CITY MUSEUM (Kidapawan City)		No Charge	
NOTRE DAME UNIVERSITY MUSEUM (NDU, Cotabato City)		No Charge	

REGION IV LIST OF MUSEUMS OPEN TO THE PUBLIC FOR THE NATIONAL TOURISM WEEK (September 21 to 27, 1998)

Name of Museum	Waived Dates	Remarks	Description
MABINI SHRINE (Talaga, Tanauan, Batangas)		No Charge	
MARCELA AGONCILLO HISTORICAL LANDMARK (Taal, Batangas)		No Charge	
MIGUEL MALVAR HISTORICAL LANDMARK (Taal, Batangas)		No Charge	
LEON APACIBLE HISTORICAL LANDMARK (Taal, Batangas)		No Charge	
AGUINALDO SHRINE (Kawit, Cavite)		No Charge	
RIZAL SHRINE (Caiamba, Laguna)		No Charge	
UNDERGROUND CEMETERY (Nagcarlan, Laguna)		No Charge	

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REGION VII LIST OF MUSEUMS OPEN TO THE PUBLIC FOR THE NATIONAL TOURISM WEEK (September 21 to 27, 1998)
**** Free Entrance**

Name of Museum	Waived Dates	Remarks	Description
SOUTHWESTERN UNIVERSITY MUSEUM (Urgello St. Cebu City)	September 21 to 27		Holds the extensive Collection of Lydia Aznar-Alfonso reflecting the culture of the Port City of Cebu in pre-historic times.
UNIVERSITY OF SAN CARLOS MUSEUM (P. del Rosario St., Cebu City)	September 21 to 27		Houses the research activities of the Anthropology Department Faculty in Central and Southern Philippines.
CEBU NORMAL UNIVERSITY MUSEUM (Osmeña Blvd, Cebu City)	September 21 to 27		The College is a museum itself as it was a Kempitai (Japanese Garrison) in World War II, a memorabilia of the Pacific War.
MARIGONDON NATIONAL HIGH SCHOOL SCIENCE CENTRUM / MACTAN ELEMENTARY SCHOOL MINI-TRIBAL MUSEUM (Lapu-lapu City, Mactan Island, Cebu)	September 21 to 27		Houses a collection of tribal costumes, plus a ScienceCentrum which hands on

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