



REPUBLIKA NG PILIPINAS
REPUBLIC OF THE PHILIPPINES
KAGAWARAN NG EDUKASYON, KULTURA AT ISPORTS
DEPARTMENT OF EDUCATION, CULTURE AND SPORTS
DECS Complex, Mendocino Avenue
Pasig City, Philippines



Sama-Sama
sa DECS

Tanggapan ng Kalihim
Office of the Secretary

September 1, 2000

DECS MEMORANDUM
No. 392, s. 2000

NATIONAL TOURISM WEEK

To: Regional Directors
Schools Division/City Superintendents
Private Elementary and Secondary Schools Principals

1. In connection with the celebration of National Tourism Week (NTW) on September 18-24, 2000, the Department of Tourism (DOT) and its marketing arm, the Philippine Convention and Visitors Corporation (PCVC), in cooperation with the Department of Education, Culture and Sports, will undertake activities to generate awareness and support of tourism as an important economic activity.
2. With the theme "Pride of Place", this year's celebration aims to mobilize all schools to undertake activities that will promote the support of tourism among the Filipino youth and students.
3. For this reason, all public and private schools are encouraged to participate in the following activities to highlight the theme during the week:
 - a. Youth forum (for high school and college students) (Enclosure A)
 - b. Poster-Making contest (all levels) (Enclosure B)
 - c. Photo Exhibit (for high school and college students) (Enclosure B)
 - d. Tourism quiz show (Enclosure C)
 - e. Lakbay- Aral tours on September 23-24, 2000 (Enclosure D)
 - f. Cultural extravaganza at the Rizal Park on September 24 featuring the best cultural and folk performances in song and dance.
4. For inquiries, please contact the NTW Secretariat c/o Corporate Relations Department, PCVC at tel. nos. 525-1163/525-9318, fax nos. 527-1153/521-6165 and e-mail address: pcvc@info.com.ph.
5. Immediate dissemination of this Memorandum is desired.

Andrew Gonzalez
ANDREW GONZALEZ, FSC
Secretary

Encls.:

As stated

Reference:

None

Allotment: 1—(D.O. 50-97)

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

CELEBRATIONS & FESTIVALS
 CONTESTS
 EXHIBITS

In celebration of the National Tourism Week (NTW) on September 18-24, 2000, the Department of Tourism (DOT), in cooperation with the Department of Education, Culture and Sports (DECS), the Commission on Higher Education (CHED), and the Technical Skills Development Authority (TESDA), announces the holding of **On-the-Spot Poster Making Contest and Photo Exhibits on Tourism**.

The On-the-Spot Poster Making Contest and the Photo Exhibits are just two of the various activities lined up during the NTW which aim to generate nationwide awareness and support of tourism as an important social and economic activity. The involvement of the youth in the NTW activities is one way of recognizing their important role in the future of tourism.

The On-the-Spot Poster Making Contest, as well as the Photo Exhibits, will revolve around the theme "**Pride of Place**".

On-the-Spot Poster Making Contest

1. Objectives

The contest aims:

- 1.1 To provide a venue for the youth to show their artistic talents and express their thoughts on what makes up "Pride of Place".
- 1.2 To encourage the youth to discover what they are proud of, or can be proud of, in their places.

2. Theme

The contest shall have for its theme, "Pride of Place", which is the overall theme adopted for the National Tourism Week celebration. "Pride of Place" depicts one's love and pride of country: its people, arts and culture, heritage, beautiful natural resources such as landscapes, flora and fauna, which are all components of the tourism product.

3. Participants

- 3.1 The contest is open to all elementary, high school and college students of public and private schools as well as laboratory schools of state colleges and universities nationwide.
- 3.2 The participants shall compete by levels: elementary, secondary and collegiate.

4. Contest Rules and Mechanics

- 4.1 Venue of the contest shall be at the discretion of the head of the participating school or the person in charge of the contest in every participating school.
- 4.2 Participants shall provide their own materials and medium.
- 4.3 The entry shall be done on a 22 1/2 x 28 1/2 sized illustration board.
- 4.4 Participants shall use any medium of his/her choice but limited to the following: water color, oil paint, pastel colors, craypas.
- 4.5 The entry shall not have a margin.
- 4.6 Participants shall not copy from pictures but create their own designs based on their perception/understanding of the theme.
- 4.7 Before the contest starts, there shall be a briefing for all participants reiterating the rules of the contest.
- 4.8 Duration of the contest shall be three (3) hours excluding briefing.
- 4.9 Participants shall stay within the designated area while the contest is going on.
- 4.10 Upon the start of the contest proper, nobody, except the contest point person/coordinator, shall be allowed in the contest area.
- 4.11 Finished or unfinished, the participants shall stop at the end of the contest period. No extension shall be allowed.
- 4.12 The school shall determine how many winners there will be i.e. first place, second place, third place. However, there shall only be one first place winner for each category.
- 4.13 The school shall choose a board of judges to rate the entries based on the above criteria after which will proclaim the winners. The decision of the judges shall be final.

4.14 Criteria for judging are:

	% Weight
Adherence to Theme (Appropriateness and applicability of overall design to the theme).	35%
Visual Impact (Overall effectiveness and notable ability of the piece to hold attention and interest of the viewers).	35%
Originality (How different the work is from other works; uniqueness of thought and imagination)	30%

4.15 Each school may impose additional contest rules as long as these do not conflict with the general rules stated above.

5. Stages/Timetable

5.1 Stage 1 - School Level

The contest shall be conducted during the National Tourism Week between **18 and 24 September 2000**. All entries shall then be exhibited in the respective schools and winners announced at the end of the celebration.

5.2 Stage 2 - Regional Level

5.2.1 All first prize winner entries (elementary, secondary and collegiate) shall be submitted to the DOT Regional office on or before **2 October 2000**.

5.2.2 The following information typed or printed on a sheet of paper not more than 2 in. x 4 in. shall be posted at the back of each entry:

- name of student
- level - elementary, secondary or collegiate specifying if grade 1, 2... or 1st year, 2nd year, etc.
- name/address of school and contact number (tel. and fax)
- name of head of school

5.2.3 The DOT Regional offices, together with the DECS/CHED/ TESDA Regional offices, shall form the Board of Judges

to choose the winners for each category, using the same set of criteria.

There shall only be one first prize winner for each category.

5.3 Stage 3 - National Level

- 5.3.1 All first prize winners (elementary, secondary and collegiate) shall be submitted by the DOT Regional offices to the DOT office in Manila on or before **12 October 2000**.
- 5.3.2 All winning entries at the regional level shall be exhibited at the DOT or at a designated area determined by the organizer.
- 5.3.3 The DOT, DECS, CHED and TESDA offices in Manila shall form the Board of Judges to choose the winners for each category, using the same set of criteria.
- 5.3.4 Judging of qualified entries to the national level shall be done on or before 19 October 2000 at the DOT.
- 5.3.5 All entries to the national level shall become the property of the Department of Tourism. The entries may be used in various campaigns and printed collaterals of the Department. However, the names of winners will be properly acknowledged.

6. Certificates and Prizes

6.1 Stage 1 - School Level

- 6.1.1 The first place winner of each category will be given a Certificate of Achievement signed by DOT Secretary Gemma Cruz-Araneta.

Note: The name of the first prize winners certified by the schoolhead shall be submitted to the NTW Secretariat c/o Philippine Convention and Visitors Corporation, 4/F, Legaspi Towers 300, Roxas Blvd., Metro Manila, tel. no. 5259318, fax no. 5216165, email: pcvcnet@info.com.ph.

- 6.1.2 Prizes for the winners at the school level (separate for elementary, secondary and collegiate) shall be shouldered by the participating school, and/or

through sponsorships solicited by the participating school.

6.2 Stage 3 - National Level

6.2.1 The winners of each category shall be given Certificates of Achievement signed by DOT Secretary Gemma Cruz-Araneta.

6.2.2 Aside from the Certificates of Achievement, winners at the National Level shall likewise receive cash prizes from the DOT, as follows:

1st Prize - P10,000 (Elementary); P15,000 (High School); P20,000 (College)

2nd Prize - P7,000 (Elementary); P10,000 (High School); P15,000 (College)

3rd Prize - P3,000 (Elementary); P5,000 (High School); P10,000 (College)

6.2.3 Winners, through the Heads of the participating schools, shall be notified by mail.

6.2.4 For provincial winners, the DOT Regional offices concerned shall coordinate the details of the awarding ceremony (i.e. place, date and time) with the Heads of the participating schools.

6.2.5 For Metro Manila and National Capital Region (NCR) winners, the NTW Secretariat shall coordinate the details of the awarding ceremony (i.e. place, date and time) with the Heads of the participating schools.

TOURISM PHOTO EXHIBITS

1. Objectives

- 1.1 To develop among the youth a sense of pride and love of country through the display of photos and other visual materials showing the country's beautiful landscapes, its people, arts and culture.
- 1.2 To increase tourism awareness among the youth that there is much to see, discover and experience about their country.

2. Theme

The exhibit shall have for its theme, "Pride of Place", which is the overall theme adopted for the National Tourism Week (NTW) celebration. "Pride of Place" depicts one's love and pride of country: its people, arts and culture, heritage, beautiful natural resources such as landscapes, flora and fauna, which are all components of the tourism product.

3. Exhibit Mechanics

- 3.1 All schools shall endeavor to put up tourism photo exhibits in their respective schools. The schools shall tap its tourism, history or social studies departments and/or various school organizations such as tourism/travel student associations, art and photography clubs to spearhead or assist in putting up the exhibits.
- 3.2 The photo exhibit shall run for a period of one week, from 18 to 24 September 2000 to coincide with the celebration of NTW.
- 3.3 The schools shall have a free hand in conceptualizing the photo exhibit: venue, lay-out, number/size of photos, inclusion of other visual materials such as posters, postcards, etc., as long as these conform to the theme.
- 3.4 For the benefit of the viewers, the photos shall be adequately identified with brief descriptions as well as the place and date these were taken and name of photographer (if available).
- 3.5 The DOT Regional offices shall coordinate with the DECS/CHED/TESDA Regional offices to ensure the successful and smooth conduct of the exhibits.
- 3.6 The DOT Regional offices shall submit to the NTW Secretariat c/o Philippine Convention & Visitors Corporation names of schools which participated in the exhibits so that proper acknowledgement may be extended to them.

In celebration of the National Tourism Week (NTW) on September 18-24, 2000, the Department of Tourism (DOT) in cooperation with the Department of Education, Culture and Sports (DECS), the Commission on Higher Education (CHED) and the Technical Skills Development Authority (TESDA), announces the nationwide holding of the **Tourism Quiz Show**.

The Tourism Quiz Show is just one of the various activities lined up during the NTW. As a contest for all school-levels in all regions of the country, this program aims to generate nationwide tourism awareness among the youth and to value the importance of tourism as a social and economic activity.

Intended to promote the rich socio-cultural heritage of the country, the Tourism Quiz Show will revolve around the theme "**Pride of Place.**"

1. Objectives

The contest aims:

- 1.1 To be a venue for the youth to understand and appreciate the rich tourism attributes of the country.
- 1.2 To familiarize the youth on the country's tourism destinations and products

2. Participants

- 2.1 The contest is open to all elementary, high school and college students of public and private schools as well as laboratory schools of state colleges and universities nationwide.
- 2.2 The participants shall compete by levels: elementary, secondary and collegiate.

3. Contest Rules and Mechanics

- 3.1 Venue of the contest shall be at the discretion of the head of the participating school or the person in charge of the contest in every participating school. The school shall also choose a technical team composed of faculty members to facilitate the quiz show.
- 3.2 To allow wider participation, teams shall be formed and may be composed of a cross section of the student population. The school shall have the discretion to determine the number of members per team and number of teams competing.

- 3.3 The Tourism Quiz Show will cover the following:
- 3.3.1 General Tourism Information
 - 3.3.2 Tourism Development Areas
 - 3.3.3 Tourism Programs and Projects
- 3.4 Thirty (30) questions will be asked for the entire contest.

3.4.1 The contest will be divided into three (3) rounds as follows:

- Easy
- Average
- Difficult

3.4.2 Ten (10) questions will be asked per round.

3.5 Contest Proper

During the contest proper, the following shall be strictly enforced:

- 3.5.1 The quiz master shall pick at random questions and shall read them twice.
- 3.5.2 Contestants will be given fifteen (15) seconds to write down their answer for each question on the cards to be provided by the Organizing Committee.
- 3.5.3 All cards must be raised 15 seconds after a question has been asked.
- 3.5.4 Illegible answer may be considered void in accordance with the decision of the Technical Committee. All answers must be in bold or in capital letters.
- 3.5.5 Erasures are allowed but final answers must be encircled.
- 3.5.6 In case the required answer is a name of a person, full name or the generally accepted name of the person must be given. Middle initials need not be included in the answer.

3.5.7 Each correct answer in the easy round is equivalent to one (1) point, in the average round, two (2) points, and in the difficult round, three (3) points.

3.5.8 The audience should refrain from coaching the participants.

3.5.9 Incorrect spelling will be considered as wrong answer.

3.6 Protest

In the event of protest from any of the teams in connection with answers given, references supporting the answer should be produced instantaneously. It shall be presented to the Technical Team for proper deliberation. Failure to do so within three (3) minutes will invalidate the protest. Likewise, the other teams are given three (3) minutes to file a counter protest. Team captains are the only ones allowed to represent the team in making protests. The decision of the Technical Team is final and unappealable. Teams should follow the rules and regulations and observe proper decorum at all times during the contest proper. Three (3) warnings given to any team will be sufficient ground to disqualify it from further participation in the contest. In case a protest cannot be settled, the technical team shall have the discretion to change the question-in-protest.

3.7 Points/Ranking

The points garnered by each team shall be cumulatively added, and this shall be the basis in determining the ranking of the teams.

3.8 Tie Breaking

In the event of a tie between two or more teams, a round of questions shall be asked to break a tie and to finally determine winners.

3.9 The school shall determine how many winners there will be i.e. first place, second place, third place. However, there shall only be one first place winner for each category.

3.10 Each school may impose additional contest rules as long as these do not conflict with the general rules stated above.

4. Certificates and Prizes

- 4.1 The first place winner of each category will be given a Certificate of Achievement signed by DOT Secretary Gemma Cruz-Araneta.

Note: The name of the first prize winners certified by the schoolhead shall be submitted to the NTW Secretariat c/o Philippine Convention and Visitors Corporation, 4/F, Legaspi Towers 300, Roxas Blvd., Metro Manila, tel. no. 5259318, fax no. 5216165, email: pvcnet@info.com.ph.

- 4.2 Giving of prizes for the winners at the school level (separate for elementary, secondary and collegiate) shall be at the discretion of the participating school, and/or through sponsorships solicited by the participating school.

5. Timetable

The contest shall be conducted during the National Tourism Week between 18 and 24 September 2000.

Coordinating Agencies:

- Department of Tourism (DOT)
- Philippine Convention & Visitors Corporation (PCVC)
- Department of Education, Culture and Sports (DECS)
- Commission on Higher Education (CHED)
- University of the Philippines, Asian Institute of Tourism (UP-AIT)
- Tourism Educators of Schools, Colleges and Universities (TESCU)
- Council of Tourism Students, Schools, Colleges and Universities (COTSSCU)
- Department of Tourism Regional Offices (for regional fora)

**Tourism is everybody's business,
Tourism begins with YOU.
Take pride in
DESTINATION PHILIPPINES...NOW!**

YOUTH FORUM

Tuesday, 19 September 2000

8:00 am - 5:00 pm

Meeting Rooms 2, 3, 6 & 8

**Philippine International Convention Center
CCP Complex, Roxas Blvd., Metro Manila**

PRIDE OF PLACE

National TOURISM Week

18-24 September 2000



REDISCOVERY

A Tourism Program of the Estrada Administration

"Pride of Place" is not merely a concept. It involves a reorientation of values and attitudinal changes in the way people perceive their country as a tourist destination. What better way to convey its message than through the youth who are set to take over the industry and society at large in the next years to come.

The youth will tell us what they want, and what they can do for tourism. They will tell us what "Pride of Place" means to them and how they can practice and live it at home, at school, and in any other environment. They will have a one-on-one dialogue with the Secretary of Tourism and with a young celebrity who can become their symbol for "Pride of Place".

By involving the youth, tourism can be assured of a sustained campaign over the years for Filipinos to value and take pride in their own destination. From this forum may just rise a new way of thinking, and a new way of looking at the Philippines as a destination we all can be proud of.

Objectives

1. To provide the tourism industry a period of national focus for its positive value to the economy and overall contribution towards nation building.
2. To provide a venue for dynamic interaction and the exchanging of ideas and views among the youth sector on what "Pride of Place" means and its linkage to the promotion and development of tourism
3. To instill in the youth a deep appreciation of the importance of tourism in the country's development and encourage their active participation in ensuring the realization of the full benefits of tourism

Target Participants (250 pax)

1. Presidents/heads of student councils or student leaders from the college and high school levels
2. Selected leaders from youth organizations, i.e. out-of-school youth, skilled and special youth
3. Tourism educators

Note: Tourism educators may participate in the plenary sessions, however, they can sit in the Open Space Technology as observers only, since this will be an interactive session specifically for the students and the youth.

How to Register

Registration fee is P200.00 to cover one lunch and am/pm snacks. Application for registration should be made on the attached form and must be submitted with full payment of registration fee on or before **14 September 2000** to the:

National Tourism Week Secretariat
 c/o Philippine Convention & Visitors Corporation
 Corporate Relations Department
 4F, Legaspi Towers 300
 Roxas Blvd., Metro Manila
 Tel. Nos. 525-9318/525-1153
 Fax Nos. 524-6185/525-3314
 E-mail: pvcnet@ntwo.com.ph

Payments may be made in cash or check payable to the **Philippine Convention and Visitors Corporation**. Registration will be on a first come-first served basis.

Program Formal Speakers

8:00-9:00 am Registration
 9:00 am Plenary Meeting Rooms 2 and 3

Keynote Message
 Speaker: Hon. Gemma Cruz-Araneta
 Secretary, Department of Tourism

Value Orientation on Culture and Arts
 Speaker: Ms. Alice Fajares
 Deputy Director, National Education Academy of the Philippines

What "Pride of Place Means to Me"
 Speaker: Ms. Sharon Curneta (for confirmation)
 Open Forum

10:45 am Coffee Break
 11:05 am Open Space Technology Meeting Room 2 (college level), Meeting Room 3 (high school level)
 Meeting Rooms 6 and 8 (break-out sessions)

Open Space Technology allows individuals to raise and discuss issues which they consider important. Participants will select and prioritize the issues which they feel have significance on Philippine tourism. Open space allows the participants self-expression and the freedom of choice.

12:15 am Lunch Break
 1:15 pm Continuation of Open Space Technology Group Discussions

3:00 pm Coffee Break
 3:20 pm Plenary Meeting Rooms 2 and 3

Presentation of Outputs/Resolutions to Sec. Gemma Cruz-Araneta and Sec. Andrew Gonzalez (Department of Education, Culture and Sports) by the students (one representative per group)

4:15 pm I Can Do It!
 Speaker: Mr. Harry Pound
 President, The Harry Pound Foundation

**NATIONAL TOURISM WEEK
 YOUTH FORUM**
 Tuesday, 19 September 2000
 8:00 am - 5:00 pm
 Meeting Rooms 2, 3, 6 and 8
 Philippine International Convention Center

Name _____
 First Name Middle Initial Last Name
 (Please tick off appropriate box)

High School College Youth Tourism Educator
 Please specify name of organization
 First Year _____ Second Year _____
 Third Year _____ Fourth Year _____

Age _____
 For student/youth leaders only:
 Name of School _____
 Complete Address of School/Youth Organization _____

 Tel./Fax Nos. _____

Signature of Participant _____
 For student/youth leaders only:
 Endorsed by: _____

Signature over name _____
 Designation _____

 Form of Payment (Please tick off appropriate box)
 Cash Check

Check No. _____ Date _____
 Note: Please make check payable to **Philippine Convention and Visitors Corporation**.