



Republic of the Philippines
Department of Education
REGION VII - CENTRAL VISAYAS
DIVISION OF CITY SCHOOLS - TAGBILARAN CITY

Office of the Schools Division
Superintendent

April 7, 2025

DIVISION MEMORANDUM
NO: 213 s. 2025

INVITATION TO THE BOHOL YOUNG TOURISM ADVOCATES CHALLENGE

TO: Assistant Schools Division Superintendent
Chief, CID and SGOD
All Public and Private Secondary Principals
All Others Concerned

1. This Office hereby disseminates invitation from Alison Sarah D. Malayo, President Bohol Island Tour Guides Association of the Philippines, Inc. Bohol Chapter, inviting our Grade 12 Learners on the written essay competition in observance to the National Tourism Week.
2. For more details please refer to the attached invitation letter.
3. Immediate and wide dissemination of this Memorandum is desired.

WILFREDA D. BONGALOS PhD, CESO V
Schools Division Superintendent



March 27, 2025

WILFREDA D. BONGALOS, PhD, CESO V
Schools Division Superintendent
Division of City Schools
Tagbilaran City

DepED
TAGBILARAN CITY DIVISION
RECORDS SECTION
RECEIVED

Received by: _____
Date: MAR 28 2025
Time: _____
received 03/27/25 11:10 am

Subject: Expression of Gratitude and Invitation to the "Bohol Young Tourism Advocates Challenge"

Dear Dr. Bongalos:

MABUHAY!

On behalf of the Bohol Island Tour Guides Association of the Philippines, Inc, we sincerely extend our gratitude to the Department of Education – Schools Division of Bohol for your unwavering support of the Annual Provincial Tourism Quiz, now on its 23rd year. Your commitment has played an integral role in promoting tourism awareness among students, fostering a culture of tourism and pride of place among the youth of Bohol. We hope that this long-standing initiative has enriched their knowledge of the province’s tourism industry and encouraged them to be active advocates for sustainable tourism development.

In celebration of National Tourism Week, observed every last week of September, we are once again inviting your esteemed office and all senior high schools under your division to participate in this year’s competition. However, we are excited to introduce a new format under the revised title: **"Bohol Young Tourism Advocates Challenge"**

Unlike previous years, this competition will now focus on a written essay format, where each Grade 12 student participant will write an original piece on tourism development in Bohol. Each school is encouraged to send one (1) representative along with a coach/adviser to guide them throughout the contest.

To ensure broader participation, the district-level elimination rounds will be held in three separate venues per Congressional District, plus a dedicated venue for City Schools. The Finals will take place in Tagbilaran City, where district winners will compete for the championship title.

BOHOL ISLAND TOUR GUIDES ASSOCIATION OF THE PHILIPPINES, INC.
109-A. C. Marapao St, Poblacion III, 6300 City of Tagbilaran, Province of Bohol
Contact Nos. +63 9974838144 / +63 9162344134

Email: bitgap@gmail.com

**DEPARTMENT OF EDUCATION
TAGBILARAN CITY SCHOOLS DIVISION
SDS OFFICE
RECEIVED**
BY: _____ TIME: _____
DATE: 4/7/25 CTR #: 4-32

Given these changes, we deemed it necessary to advise your esteemed office of this transition before the end of the School Year 2024-2025 to allow ample preparation. Enclosed with this letter is a copy of the new contest rules and mechanics for your reference.

Additionally, to make the event more engaging and educational, we will also be hosting a "Tourism Talk" while awaiting the announcement of results. This will serve as an opportunity to further inspire students about the importance of tourism in our province.

The competition will be held every Saturday in September, with specific district schedules and venues to be finalized. We will communicate with your office soon regarding the district-level schedule, designated host town per district, and the confirmation slip.

Furthermore, we humbly request an updated list of public and private senior high schools under the Schools Division of Bohol to ensure proper coordination and invitation distribution.

For any inquiries or further details, please feel free to contact our Chairperson, **Ms. Princess May O. Mejares**, at:

📞 09685751095 (SMART) | 09660899939 (GLOBE)

✉️ tourismquiz@gmail.com

We look forward to your continued support and participation in this meaningful endeavor.

Thank you for your dedication to educating and inspiring the youth of Bohol!

Respectfully,



ALISON SARAH D. MALAYO
President



Member:



ACTIVITY DESIGN

**TITLE : ANNUAL PROVINCIAL TOURISM QUIZ 2025
Bohol Young Tourism Advocates Challenge**

PROJECT OWNER : Bohol Island Tour Guides Association of the Philippines, Inc.

I. Project Description

Being a service-oriented industry, the tourism industry must continually concern itself with promotions and awareness of the populace in order to develop the culture of tourism among the Filipino people.

All over the country, in the month of September, Tourism Week is being celebrated to ensure the conduct of tourism activities that celebrate the country's tourism pride through the people's participation. This project will be one of the avenues by which awareness of Bohol's tourism assets can be developed which can bring about appreciation and a sense of pride among the Boholano people.

The "**Bohol Young Tourism Advocates Challenge**" is a refreshed and reimagined variation of the **Annual Provincial Tourism Quiz**, now in its 23rd year. This evolution reflects the need to align with the province's recognition as a Geopark and encourages a deeper engagement from senior high school students. Instead of a quiz competition, this challenge focuses on essay writing, providing students with an opportunity to express their perspectives, ideas, and advocacies on sustainable tourism and the development of Bohol as a Geopark destination.

II. Rationale and Objectives

The project aims to bring tourism awareness, culture and arts awareness among students and the Boholano community. This should help create consciousness among the people of Bohol most especially our young students who can help work for full development of our ecotourism potentials if they are well-informed and conscious of their role in bringing about progress.

The project through the participants and the general public can enhance the overall appeal of the destinations, boosts eco-cultural consciousness and result in an increase in visitor traffic, longer stays and higher receipts.

Specifically, it aims to:

1. Promote Youth Involvement

- Encourage young individuals to actively participate in tourism advocacy and policy-making.

2. Enhance Awareness

- Highlight the importance of sustainable tourism in preserving Bohol's natural and cultural heritage.

3. Empower Students as Advocates

- Build confidence and critical thinking skills among youth as they contribute solutions for tourism-related challenges.

4. Foster Collaboration

- Strengthen partnerships between schools, local government units, and the tourism sector.

III. Project Location/Site

The **23rd Annual Provincial Tourism Quiz 2025** elimination rounds shall be in the City and District Levels. It will be in four venues, one town each district and in the City. Unlike the previous years' competition, there shall only be one Final Round in the City of Tagbilaran participated by the declared winners in the City and District levels.

IV. Clientele/Beneficiaries

The primary clientele and beneficiaries of the "**Bohol Young Tourism Advocates Challenge**" are:

1. **Grade 11 Students.** Youth from various schools in the Province of Bohol who are given a platform to showcase their creativity, critical thinking, and advocacy skills in tourism development.
2. **Schools and Educators.** Educational institutions benefit by fostering academic and creative excellence among students, promoting school pride, and enhancing their involvement in tourism-related initiatives.
3. **Local Government Units (LGUs).** LGUs gain from the active participation of youth in promoting sustainable and inclusive tourism practices aligned with local priorities.
4. **Tourism Stakeholders in Bohol.** Tourism-related businesses, communities, and organizations benefit from fresh perspectives and ideas generated by young advocates that can contribute to sustainable development.
5. **The Province of Bohol.** The initiative fosters a sense of ownership and responsibility among the youth for Bohol's tourism, helping preserve its Geopark status and drive sustainable growth.

V. About the Bohol Island Tour Guides Association of the Philippines, Inc. (BITGAP)

The **Bohol Island Tour Guides Association of the Philippines, Inc. (BITGAP)** is a professional organization established in 1999 and officially registered with the Securities and Exchange Commission (SEC). Committed to the development and promotion of sustainable tourism in the Province of Bohol, BITGAP serves as a vital partner in preserving the region's cultural heritage and natural resources.

Through initiatives like the "**Bohol Young Tourism Advocates Challenge**," BITGAP continues to empower the youth and foster collaboration among schools, local government units, and tourism stakeholders. This project reflects BITGAP's dedication to nurturing the next generation of tourism advocates while supporting the province's status as a UNESCO-recognized Geopark and a premier eco-tourism destination.

VI. Project Mechanics

1. Eligibility

Open to Grade 11 students in Bohol.
Each participating school may send one (1) representative.

2. Partnership with Local Government Units (LGUs)

The elimination rounds will be conducted in collaboration with the LGUs of each of Bohol's three congressional districts.
Each district will host its own elimination event, coordinated by BITGAP and local officials.

3. Contest Format

- a. Identification and Anonymity
 - ≈ During onsite registration, each participant will be assigned a unique number, which will appear on their writing sheet instead of their name or school to ensure objectivity in judging.
- b. Elimination Round:
 - ≈ Conducted in the three congressional districts with participants writing essays on-site.
 - ≈ Top three (3) students from each district and the City of Tagbilaran will advance to the Finals.
- c. Final Round Setup
 - ≈ Unlike previous years, there will only be a single Final Round held in Tagbilaran City.
- d. Essay Writing Guidelines
 - ≈ Finalists will write an essay on a topic chosen by the organizers.
 - ≈ Essays must be original and handwritten.
 - ≈ Essays must address topics related to tourism development, sustainability, or youth advocacy in Bohol.
 - ≈ Writing sheets and materials will be provided by the organizers.
 - ≈ Participants may not use additional paper for their final essay except for scratch paper provided for drafting purposes.
 - ≈ No electronic gadgets or devices are allowed during the contest.
 - ≈ The essay must be written in English, though participants may use Filipino or the vernacular for specific terms or phrases to emphasize their points.
- e. Time Management
 - ≈ Participants will be allotted one (1) hour to write their final essay.
 - ≈ A timer will be displayed prominently so coaches, participants, and BITGAP officials can monitor the time.
 - ≈ There will be no extension of time under any circumstances.

- f. Coaches and Advisers
 - ≈ Each participant must be accompanied by at least one teacher adviser/coach.
 - ≈ If the adviser/coach leaves the contest venue before the competition ends, the participant will be disqualified.
- g. Rules During the Contest
 - ≈ Player substitution is not allowed. The participant who won during the elimination round must compete in the Final Round.
 - ≈ Participants are expected to arrive at the venue at least 30 minutes before the contest begins.
 - ≈ Arriving even one minute past the scheduled start time will result in automatic forfeiture.
 - ≈ Participants must wear their school uniform for easy identification.
- h. Judging and Results
 - ≈ BITGAP will select three (3) members of the Panel of Judges.
 - ≈ The judges' decisions are final and irrevocable.
 - ≈ The contest outcome will not be subject to appeal or replay, even in the case of perceived judgment errors.
- i. Recognition and Certificates
 - ≈ All participants and their respective coaches/advisers will receive **Certificates of Attendance** for their participation.

4. Judging Criteria

Essays will be evaluated based on:

Relevance to the Topic: 30%
Content and Originality: 30%
Clarity and Organization: 20%
Grammar and Writing Style: 20%

5. Awards

Elimination Round: Certificates and tokens for all winners; winners proceed to the Finals.

6. Ownership and Usage of Outputs

- All contest outputs (essays) will remain the property of BITGAP.
- BITGAP reserves the right to use the essays for promotional, educational, or other legal purposes.

Given these changes, we deemed it necessary to advise your esteemed office of this transition before the end of the School Year 2024-2025 to allow ample preparation. Enclosed with this letter is a copy of the new contest rules and mechanics for your reference.

Additionally, to make the event more engaging and educational, we will also be hosting a "Tourism Talk" while awaiting the announcement of results. This will serve as an opportunity to further inspire students about the importance of tourism in our province.

The competition will be held every Saturday in September, with specific district schedules and venues to be finalized. We will communicate with your office soon regarding the district-level schedule, designated host town per district, and the confirmation slip.

Furthermore, we humbly request an updated list of public and private senior high schools under the Schools Division of Bohol to ensure proper coordination and invitation distribution.

For any inquiries or further details, please feel free to contact our Chairperson, **Ms. Princess May O. Mejares**, at:

☎ 09685751095 (SMART) | 09660899939 (GLOBE)
✉ tourismquiz@gmail.com

We look forward to your continued support and participation in this meaningful endeavor.

Thank you for your dedication to educating and inspiring the youth of Bohol!

Respectfully,

ALISON SARAH D. MALAYO
President