

Republic of the Philippines
DEPARTMENT OF THE INTERIOR AND LOCAL GOVERNMENT
A. Francisco Gold Condominium II EDSA cor. Mapagmahal St.,
Diliman, Quezon City

November 10, 2010

MEMORANDUM CIRCULAR
NO. 2010 - 128

TO : PROVINCIAL GOVERNORS, CITY MAYORS, MUNICIPAL MAYORS, DILG REGIONAL DIRECTORS AND OTHERS CONCERNED

SUBJECT : NATIONAL CONFERENCE ON COMMUNITY-BASED RURAL TOURISM

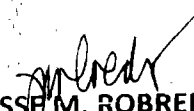
The International School of Sustainable Tourism (ISST), in partnership with the Asian Productivity Organization (APO) and the Development Academy of the Philippines (DAP), will hold the **National Conference on Community-Based Rural Tourism** on January 12-14, 2011 at the Subic Bay Freeport.

The conference aims to: (1) enhance the participants' knowledge on the concept of rural tourism as a strategy to create economic opportunities in rural areas; (2) familiarize the participants with the best practices in the management of selected models of rural tourism enterprises which may be promoted and adopted in Philippine provinces; and (3) promote the development of community-based tourism-oriented establishments and activities as a way of optimizing utilization and productivity of resources in rural areas.

In this connection, and upon the request of Dr. Mina T. Gabor, Chairperson of ISST, all Local Chief Executives are hereby encouraged to participate in, or send the Chairman, Committee on Tourism, or the Local Tourism Officer to attend, the above-mentioned activity on official business. The payment of applicable traveling expenses, and a registration fee in the amount of **One Thousand Two Hundred Pesos (PhP 1,200.00)**, per participant, may be authorized chargeable against local funds, subject to the availability thereof, and to the usual accounting and auditing requirements and to all pertinent laws, rules and regulations. Provided, that the traveling expenses and registration fee shall not be charged against the 20% component of the Internal Revenue Allotment or from whatever source that may prejudice on-going poverty alleviation efforts.

Interested participants may contact Dr. Mina T. Gabor at Telephone No. (02) 834-2994 or Mobile No. 0915-6614375, or the ISST Secretariat at (02) 631-2131 or (02) 631-2169, or thru email address info@isstphilippines.edu.ph.

For the information and guidance of all concerned.


JESSE M. ROBREDO
Secretary

