



# ATOP PEARL AWARDS GENERAL GUIDELINES

## RATIONALE

Recognition of exceptional practices, projects and innovations must be a vital part of a fast growing and dynamic organization such as the Association of Tourism Officers of the Philippines, Inc.

Recognizing men and women behind this great contribution in our community and the tourism industry sends a strong message to all of us that creative works and exceptional services and its cause are not going to be ignored or taken for granted but instead it should be noticed and recognized and will be publicized to provide visibility and recognition as rewards for such noble deeds.

In partnership with the Department of Tourism, the Best Tourism Practices Awards was born in 2005 when it was launched during the 6th ATOP National Convention held in Bacolod City, Negros Occidental to institutionalize the annual system of recognition. With hope that this award will celebrate the best in the tourism industry that each one of us is collectively doing and contributing to the society at large, this shall be an award-giving-body which honors the great efforts made by the people in the tourism industry, most especially the Local Government Units.

## RULES GOVERNING NOMINATIONS

1. The nominations for all the awards are open to all Local Government Units only.
2. The following are the Major Award Categories:
  - a) **BEST TOURISM EVENT: Festivals** (new sub-categories – open to all levels – provincial, city and municipal).

### **a.1) As nature worship/or myths and legends**

This category focuses on precolonial resonance whereby the local folks indulge in nature worship, viewing themselves as guardians and stewards of the earth. They are connected with the seasons, the planet, plants, animals and ensure a balanced life for the community. These celebrations impress the insoluble relation of nature and culture, man and his environment.

### **a.2) As thanksgiving for a bountiful harvest**

This category captures the community expression of gratitude. With the indelible impression of the Catholic faith across the archipelago which has been locally contextualized, numerous celebrations throughout the calendar are invaluable gratitude of local folks on the fruits and harvest that they



receive from agriculture and nature. Whether in terrestrial or marine setting, the bountiful harvest reflects not just the abundance and benevolence of Philippine environs but the hard work and perseverance, sense of harmony and community of Filipinos.

### **a.3) As a commemorative to historical events**

This category memorializes the town's historical events and episodes that have defined the patriotism and pride of the people. With a number of narratives emanating from the Moro raids, the build-up to the Philippine revolution, the recall on the brutal events of the Second World War, the contemporary political struggles, this fiesta expression surfaces the local heroes and heroines who figure prominently in pivotal events that led to community solidarity and independence.

### **a.4) As a religious practice to honor community saints**

This category highlights celebrations that pay homage to local saints punctuated by religious practices. From the many incarnations of the Blessed Virgin, the playful performances of the Sto. Niño, the bloody procession of the Nazareno to other intercessionary saints, the religious festivals dominate the Filipino expression of piety and devotion.

### **a.5) As a showcase of productivity and trade**

This category promotes the festivals anchored on the famous and iconic products of the place, manifesting the local folk's gratitude for economic gains and for engendering pride of place. This reflects the 'One Town, One Product' program of the Department of Trade and Industry (DTI) that has boosted revenues to micro, small, medium enterprises. The festivities showcase agricultural productivity, marine life, and even ecotourism, all laced with color and vibrancy.

### **a.6) As a Contemporary/Non-Traditional expression**

This category accommodates the new and contemporary expressions of merry-making and festival development. This captures the cultural creativity of the community to engender sense of community and cohesion. This might be conditioned by contemporary issues and concerns that surface aspirations and actions to develop resolutions. Platforms may include new media, moving images, virtual reality and other digitized formats.

## **b) BEST TOURISM EVENT - ADVENTURE/ SPORTS**



There will be three (3) levels in this category, namely; Provincial, City and Municipal Levels.

**c) BEST TOURISM-ORIENTED LGU**

There will be three (3) levels in this category, namely; Provincial, City and Municipal Levels.

**d) BEST TOURISM MONTH/WEEK CELEBRATION**

There will be three (3) levels under this category, namely; Provincial, City and Municipal Levels.

**e) MOST OUTSTANDING TOURISM OFFICER**

d.1) He/ She should be duly appointed as Tourism Officer with the proper plantilla position for at least 3 years. He / She should be properly endorsed by the local chief executive (LCE); and, should present an authenticated appointment paper.

d.2) Only one (1) awardee will be chosen every year, regardless whether he/she be a provincial, city or municipal tourism officer.

d.3) All ATOP Officers and Regional Representatives of the current award year are not eligible for nomination for this award.

d.4) This is only a one-time award. Those who were recognized as Most Outstanding Tourism Officer in the previous year cannot be nominated again for the same award.

**f) MOST OUTSTANDING TOURISM OFFICERS CLUB/ ORGANIZATION/ ASSOCIATION**

This award is open to provincial level only.

**g) BEST PRACTICES IN RESPONSIBLE TOURISM**

This award commits itself to the development and enhancement of a broad range and quality tourism products that promote cultural integrity, environmental conservation and livelihood diversification in the community level. The Community-based Responsible Tourism Award is initiated by ATOP to inspire change in the tourism industry, by encouraging varied practices in community-based tourism that are organized to preserve, respect and benefit the destinations and local people.

The recipients of the awards are the Local Government Unit and the partner Community Association or People's Organization who work together with



local communities in the development, enhancement and management of tourism events or tourism destinations, campaigns as well as programs for biodiversity conservation in the municipal, city or provincial levels. It can be any of the following categories:

- Community-based Tourism Campaign or Event/Joint Program or Project
- Community-based Tourism Enterprise (Accommodations, River Tours, etc.) and/or Services
- Community-based Heritage Conservation Project/Program (including LGU-assisted Programs on Heritage Tourism in Indigenous Cultural Communities)
- The award year covers the Calendar Year 2018 (from January 1, 2018 to December 31, 2018).

### **NEW CATEGORIES OPEN TO ALL LEVELS (PROVINCIAL, CITY & MUNICIPAL)**

#### **h) BEST TOURISM RESEARCH**

The tourism sector has become highly professionalized and interdisciplinary. As a science, there is the growing need to conduct systematic and methodological inquiry into the tourism phenomenon that impacts on the global advancement of knowledge. We encourage universities and colleges to submit research studies which have not been previously published. Research could be qualitative, quantitative or mixed in methodology preferably endorsed by the college or university. The research should be initiated by an institution of higher education (HEI) **or** a non-government organization (NGO) **endorsed** by a local government unit.

g.1) All levels (provincial, city and municipality) can join this category and will compete with each other.

g.2) Unpublished research written in journal format, APA, 12 font size, Arial or Times New Roman, double space 1 inch margin on all sides, 120 words abstract, maximum of 7000 words including bibliography.

g.3) Endorsed by the university/college/ school.

g.4) Endorsed by the local chief executives.

#### **i) BEST TOURISM PROMOTION (VIDEO)**



Communication and technology have become powerful influences in the decisions and demands of tourists all over the world. Through multimedia, especially social media, tourism promotions have become indispensable and accessible to everybody. We enjoin the student, professional and media practitioners to submit a video presentation of a place of interest. The entry should be endorsed by the local chief executive (LCE) of the featured tourist destination.

- h.1) All levels (provincial, city and municipality) can join this category and will compete with each other.
- h.2) Video not less 1 minute but not more than 3-minute video in HD quality, MP4 format.
- h.3) Endorsement of the Local Chief Executives.
- h.4) The video should be part of annual AIP or ATP for marketing and promotion of the LGU for the period covering January 2017-December 2018.
- h.5) Submit in 3 copies in CD/DVD and/or USB.

**j) BEST TOURISM PROMOTION (COLLATERALS)**

Traditional tourism promotions have been defined by books, brochures, souvenirs and other collaterals that reflect the product development of the place. New creative expressions have become attractions to millennials. We enjoin art designers, fashion and industrial arts to submit prototypes of promotional collaterals for a destination that reflect the values of the place, consistent with the source materials, technology, skills and inspiration of the place that would promote fair trade and sustainability. The prototypes must be endorsed by the local chief executive of the municipality that promotes the product.

- i.1) All levels (provincial, city and municipality) can join this category and will compete with each other.
- i.2) Actual collaterals and prototypes in 3 sets.
- i.3) The collaterals should be part of annual AIP or ATP for marketing and promotion of the LGU. The video should be part of annual AIP or ATP for marketing and promotion of the LGU for the period covering January 2017-December 2018.
- i.4) Endorsement of the local chief executives.

**k) BEST TOURISM PROGRAM INTEGRATED ROUTES**

Destinations are not confined to one place but to a series of associated sites that provide a holistic narrative and experience. Often clustered thematically as historical, architectural, culinary, spiritual, medical tour routes, the movement has operated intra-regionally and inter-regionally. Regional



directors and provincial tourism officers are encouraged to submit integrated tourism programs that feature two or more destinations, linked by a narrative, within a geographical domain. The program must be endorsed as a group by proponent tourism officers (regional, provincial and municipal levels), covering the period of January 2017 – December 2018.

- j.1) All levels (regional, provincial, city and municipality) can join this category and will compete with each other.
- j.2) Itinerary and maps required/tour packages/tour circuits.
- j.3) Provide Statistics and tourism receipts that will prove that the integrated routes is availed.
- j.4) Endorsement of the Local Chief Executives and/or Regional Director involved in the routes.

### **1) BEST EVENT HOSTING (LOCAL/INTERNATIONAL)**

National and international events have permeated and maximized the hospitality of local municipalities in hosting and organizing. These opportunities have tremendously improved the facilities, transportation, communication, cuisine, businesses, manpower and the community. These became windows of promotion and pride for the place, showcasing local color and culture. This category must be evaluated by professional events organizers and CITEM officials relative to concept, organization, impact, promotion.

- k.1) All levels (regional, provincial, city and municipality) can join this category and will compete with each other.
- k.2) Event covering January 2017-December 2018.
- k.3) Provide proof of partnerships for the event hosting (e.i. MOA, EO, and/or Letter of Intent)
- k.4) Summative Evaluation Form
- k.5) Provide Budgetary Requirements/ Program & Activities/ Any bid documents that will support the event (certification) / Program Implemented Project (PIP)
- k.6) Endorsement of the Local Chief Executives

### **m) BEST PROGRAM FOR CULTURE AND ARTS**

Culture and arts have been acknowledged by the UNESCO as an integral element of societal development. The Philippine Development Plan likewise recognized the vital role of culture and the arts in defining the Filipino towards national progress. Contemporary artistic expressions have not only provided pride of place and identity but has substantially contributed to the



educational, economic and infrastructure development. The cultural program should have figured in the full cycle of identification and documentation, education and interpretation, protection and management and utilization.

1.1) All levels (regional, provincial, city and municipality) can join this category and will compete with each other.

1.2) Event covering January 2017-December 2018.

1.4) Summative Evaluation Form

1.5) Provide Budgetary Requirements/ Program & Activities/ Any bid documents that will support the event (certification) / Program Implemented Project (PIP)

1.6) Endorsement of the Local Chief Executives

4. For continuing programs and projects, a major portion of the activity should have taken place during this period.

5. The nominee must sign the nomination form attesting to all facts contained therein, giving consent to the verification by the screening committee and judges, the subsequent publication of said facts, and indicating willingness to attend the awards ceremonies if selected.

6. The bid book is the method by which documentary and supporting evidence of the project, program activity, or individual/group's achievements are presented to the judges. Supporting materials may include photos, newspaper articles, brochures, etc. There should be no discrepancies between the information in the nomination forms and the bid-book.

7. Found in the Annexes are basic information of the event that should be included in the bid book, together with the filled-out bid form.

8. All Nominees must submit four (3) hard copies of the bid book in clear folder form size 8.5" x 11", Font style is Times New Roman, Font size 12, Spacing is 1.5 and 1 soft copy in CD/DVD or USB.

9. The cover should contain the following: Title, Date of Implementation, and Venue.

10. The bid book should be accompanied by a 3-5minute audio-visual presentation specific for the award category. The LGUs general promotion presentation is not acceptable.

11. All entries of the bid book / nomination form will be in English. All entries shall be in writing and are compiled in a CD using the prescribed entry/nomination form.

12. All bid-books will be automatically the property of ATOP.





13. Deadline for the submission of entry shall be @ 5:00 PM on August 31, 2019. Entry may be mailed or hand carried to the San Juan City Tourism and Cultural Affairs Office, addressed to:

MS. ALLENMARIE DC. ALEJO  
ATOP National Secretary General  
San Juan City Tourism Officer  
c/o City Tourism and Cultural Affairs Department  
Room 106, Upper Ground Floor  
San Juan City Government Center  
Pinaglabanan Road, San Juan City  
Metro Manila, Philippines 1500  
Telephone: (02) 728-°©-9946  
Email: lheng\_alejo@yahoo.com

14. There will be two screening processes to determine the winners in every category and levels:

- First Screening -Verification, recommendation and preliminary judging. A Panel of Experts shall be convened by ATOP and shall shortlist the nominations, based on the published criteria. The Jurors shall come up with a list of not more than three (3) finalists in each category and/or level.
- All finalists will be informed through the email address as well as their mobile and landline numbers that they have provided in their respective scrapbook/bid-book.

Final Screening - Final review of the documents and Final Judging.

- All finalists in all categories and levels are required to submit themselves to an en banc interview with each of the members of the National Panel of Jurors duly organized to review the merits of the recommendations of the Panel of Experts during the First Screening.
- The National Panel of Jurors, after a thorough evaluation and deliberation en banc, and in accordance to the set criteria, shall declare the final recipients of the 2019 Pearl Awards.

15. All finalists are expected to attend the Awarding Ceremony on October 4, 2019, to be held in Paoay, Ilocos Norte.

16. Single nominee or entry in any category and/or in any level will be automatically given a special citation award if the bid content shall pass the preliminary judging. A "citation" however is not a confirmation of a "Most Outstanding Tourism Practice" or "Most Outstanding Tourism Officer" but a recognition of the LGU or the Tourism Officer's efforts in advancing the local tourism industry.





17. All data and information submitted to ATOP Best Tourism Practices Awards Secretariat shall be treated with confidentiality.
18. The decision of the Panel of Jurors shall be considered final and unappealable.
19. Only the current (2018) LGU Chief Executive or the duly Designated LGU Officials can receive the award.
20. Any announcement/media releases on the awards should properly categorize the exact details of the award received.
21. All winning entries in any of the categories and levels should duly acknowledge the ATOP as official award giving body in any printed collaterals/media releases and announcements. Any violation thereof shall disqualify the LGU from participating in the subsequent Best Tourism Practices Awards.
22. Winners of three consecutive award years of the same category shall no longer be eligible to participate in the succeeding competition – instead, it shall be elevated to the Hall of Fame Award.
23. Nomination forms can be acquired from ATOP regional representatives or from the ATOP Officers of the current year and from all DOT Regional Offices.
24. For inquiries, please contact:

#### **2019 ATOP-DOT PEARL AWARDS**

Chairperson	Co-Chairperson
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