

## **UPGRADING SEMINAR ON LOCAL TOUR GUIDING FOR LU TOUR GUIDES HELD**

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*by: Joy Ann L. Gurtiza, PITO La Union*

The Department of Tourism Region 1 (DOT-RO1) and the Provincial Government of La Union (PGLU) through the Provincial Information and Tourism Office (PITO) conducted an Upgrading Seminar for La Union Tour Guides on September 7 - 9, 2017 at the La Union Agri-Tourism Center Training Hall, Mabanag Justice Hall Building, City of San Fernando, La Union.

The refresher course was opened to previously accredited tour guides and those who have been inactive in the service for not more than four years to update and upgrade their knowledge and skills and prevailing tourism trends. This training would upgrade the quality and your competence to deliver excellent tourism services.

This is also a preparation for the hosting of the province to the regional tourism convention this coming September 27-29, 2017, said Mr. Adamor L. Dagang, Provincial Information and Tourism Officer as he relayed the message of Gov. Francisco Emmanuel Pacoy R. Ortega III.

Tour guiding services have become in-demand, following the influx of more tourists in La Union who frequently visit the various tourism wonders the province offers. Based on the 2017 report on the state of the province delivered by Gov. Ortega, La Union in 2016 posted 471,547 tourist arrivals which surpassed the 2015 data with 392,477.

According to Ms. Monika N. Labaupa, the Resource Speaker during the 3-day seminar, the upgrading seminar also develops camaraderie and mentoring and learning among each other. Your province has both old and new tour guides and with the seminar, I encourage you to exchange ideas. Like there are new ideas that were not known by the old ones, so it's the task of the new ones to share what they've learned as well and vice versa, said Labaupa, who is also a DOT accredited tour guide and professional trainer.

After the seminar, the participants were reminded to have themselves accredited by the DOT-RO1 as DOT will now strictly implement the accreditation for all the tour guides. After the three-day seminar, 30 tour guides successfully passed the commentary, practical guiding and mock tour.