

Event Program:**DAY 1 – MONDAY, SEPTEMBER 7, 2026**

Opening Ceremonies and Key Plenary Sessions

Time	Activity	Details / Speakers
8:00 – 9:00 AM	Registration and Welcome Coffee	Delegate check-in, badge pick-up, networking.
9:00 – 9:15 AM	Opening Ceremony	National Anthem, Invocation, AV presentation of Albay Tourism highlights.
9:15 – 9:30 AM	Welcome Remarks	Host
9:30 – 9:45 AM	Welcome Address	Hon. Hisham B. Ismail, Mayor, Legazpi City.
9:45 – 10:00 AM	Provincial Message	Hon. Noel E. Rosal, Governor, Province of Albay.
10:00 – 10:40 AM	Keynote Speech	Hon. Christina Garcia Frasco, Secretary, Department of Tourism – Building a Resilient, Sustainable, and Culturally Rooted Philippine Tourism.
10:40 – 11:00 AM	Coffee Break / Networking / Expo Opening	Ribbon-cutting for Tourism & Hospitality Expo Booths.
11:00 – 12:15 PM	Plenary 1: Sustaining Cultural Heritage and Community-Led Tourism	Dean Giovanni Francis A. Legaspi, UP AIT; Cultural Heritage Advocates; LGU Tourism Officers.
12:15 – 1:30 PM	Lunch Break	Lunch
1:30 – 2:30 PM	Plenary 2: Investment, Public-Private Partnerships & Community Benefits	Speakers: DOT Regional Director V (Bicol); Misibis Bay Resort GM; DTI Bicol representative.
2:30 – 3:30 PM	Breakout Sessions A & B	A: Heritage Site Management • B: Community Empowerment & Micro-Enterprise.
3:30 – 3:45 PM	Afternoon Break	Coffee, local snacks.
3:45 – 4:45 PM	Student Research Presentations	Tourism innovation and sustainability papers.
4:45 – 5:00 PM	Day 1 Closing	Summary & announcements for Day

DAY 2 – TUESDAY, SEPTEMBER 8, 2026

Innovation and Sustainability in the Tourism and Hospitality Industry

Time	Activity	Details / Speakers
9:00 – 9:15 AM	Recap and Opening Message	Day 1 highlights video; host welcome.
9:15 – 10:15 AM	Plenary 3: Sustainable & Regenerative Tourism	Dr. Marie Reyes, AIM – Dr. Andrew L. Tan Center for Tourism; environmental NGOs; LGU Bicol tourism offices.
10:15 – 10:30 AM	Coffee Break / Networking	Visit tourism expo booths.
10:30 – 11:30 AM	Plenary 4: Digital Transformation in Hospitality	Speakers: DOT Innovation & Digital Tourism Office, Hotel 360 PH, Klook Philippines.
11:30 – 12:15 PM	Open Forum / Panel Discussion	Moderated by Prof. Giovanni Legaspi (UP AIT).
12:15 – 1:30 PM	Lunch Break	Buffet lunch with cultural performance (Bicol cultural dance troupe).
1:30 – 2:30 PM	Plenary 5: Responsible Adventure & Nature-Based Tourism	Speakers: PHILTOA Rep.; Mountaineering & Eco Tourism Alliance; DENR Bicol; Mayon ATV Tour Guides.
2:30 – 3:15 PM	Breakout Sessions C & D	C: DRR in Tourism Operations • D: Tourism Education: Preparing the Future Workforce.
3:15 – 3:30 PM	Afternoon Break	Coffee, merienda.
3:30 – 4:30 PM	Closing Plenary: ASEAN Collaboration and Resilient Tourism Frameworks	ASEAN Tourism Board rep.; DOT ASEAN Desk.
4:30 – 5:00 PM	Closing Ceremony & Awards	Best Student Paper • Best Booth • Certificates • Closing Remarks by DOT Regional Director V.

DAY 3 – WEDNESDAY, SEPTEMBER 9, 2026

Discover Albay: Heritage, Adventure, and Culture Tour

Time	Destination / Activity	Description
8:00 AM	Assembly & Departure	Tour orientation, safety briefing, group assignments.
8:30 – 9:15 AM	Cagsawa Ruins Park	Historical site and Mayon Volcano viewpoint; local heritage talk.
9:30 – 10:30 AM	Daraga Church (Our Lady of the Gate Parish)	Cultural heritage stop; church conservation briefing.
10:45 – 11:30 AM	Ligñon Hill Nature Park	View deck, zipline demo, disaster preparedness presentation.
12:00 – 1:30 PM	Lunch at Sumlang Lake Eco Village	Traditional Bicolano cuisine, bamboo raft rides, community interaction.
1:30 – 2:30 PM	Hoyop-Hoyopan Cave or Kawa-Kawa Hill	Adventure & nature exploration segment.
3:00 – 4:30 PM	PhilCeramics / Putsan Pottery Village (Tiwi)	Cultural immersion, local crafts demo, souvenir shopping.
4:45 – 5:30 PM	Legazpi Boulevard & Farmers Bounty Village	Sunset viewing, agricultural showcase, snack stop.
5:30 – 6:00 PM	Return to Legazpi City	Closing remarks, certificate distribution, farewell photo.