QUEZON CITY PUBLIC LIBRARY

QUEZON CITY TOURISM WEEK



SOUVENIR PROGRAM

DECEMBER 5-11, 1977

KOBE PHILS.

A COUNTRYSIDE IN THE HEART OF A CITY

Handaan sa KOBE

In the tradition of Filipino hospitality,
featuring the world-famous and incomparable
house specialty — KOBE CHICKEN.
New and completely renovated to
best serve our valued customers.
Folksy, cool. Exquisite native
cuisine. And a take home counter.

KOBE

WHERE
FRIED CHICKEN
IS
AT IT'S BEST

Message

Some people are frightened by the word revolution, for it is so often associated with war and violence, with hatred and destruction. This is not the kind of revolution we are launching today. It has nothing to do with political parties or conflicting ideologies; it is a crusade motivated by love, not hate; it seeks to build, not to destroy; its goal is not death, but life, and that more abundantly.

– First Lady, IMELDA R. MARCOS
in her speech delivered at the
launching of her project, the Green
Revolution, at the Nayong Pilipino,
April 17, 1971.

IMELDA ROMUALDEZ MARCOS



THE FIRST LADY
and
METRO MANILA GOVERNOR
MADAME IMELDA R. MARCOS

Republic of the Philippines
Department of Tourism
Manila



Message

Warmest greetings to the Quezon City Board of Tourism and the Quezon City government for its continuing effort to promote active citizen participation in the cultural, historical and tourism growth of the community.

The celebration of the 2nd Quezon City Tourism Week on December 5-11, 1977 will showcase once again the remarkable growth and development of Quezon City in commerce, industry and tourism.

The festival should prove both educational and interesting not only to Filipinos but also to foreign visitors who wish to know more about us.

Congratulations and best wishes for success.

JOSE D. ASPIRAS
Secretary

Message



It is a commendable achievement on the part of the Quezon City Board of Tourism to have spearheaded the supervision of the Annual Tourism Week, resulting in the snowballing of genuine enthusiasm and greater involvement of the private sector.

With the national government accelerating its efforts in making the country tourism-conscious, the Q.C. Board of Tourism wins the credit in encouraging the concerned citizens to get together, reflect on, and unite in the development and promotion of the city's tourism potentialities.

On this occasion I am pleased, therefore, to extend my sincerest appreciation and warmest congratulations to the officers and members of the Quezon City Board of Tourism, civic organizations, businessmen associations, the Barangay Captains and the Kabataang Barangay of the city for their active participation in this affair.

To all other participants in the Quezon City Tourism Week, my best wishes for their dedicated collaboration in the city's tourism endeavors.

(Mrs.) ADELINA S. RODRIGUEZ
City Mayor

Message



Firstly, I would like to extend my sincerest gratitude to all those who have given their invaluable time and contribution to the actualization of the Second Quezon City Tourism Week.

With no less than President and Mrs. Ferdinand E. Marcos providing the initiative and full support to the development of tourism in the country, it is our responsibility to evolve and carry out our own program to project Quezon City as a tourist spot, and make it a part of the itinerary of any tour group.

Quezon City has a lot to offer to tourists and with the confidence bestowed by her Honor, Mayor Adelina S. Rodriguez, a challenge has been hurled to the Quezon City Board of Tourism to draw up a tourism development plan for the city and to assist the city administration on all activities that will accrue to tourism promotion.

The Board can only do as much without the active involvement of the private sector to which the benefits of a successful tourism program will redound. With the vigorous participation of a wider base of the private sector working hand in hand with the city government in the planning and implementation of Tourism Week, it is an enthusiastic revelation that we are now realizing the importance of tourism promotion in the city.

It is my distinct privilege and pleasure, therefore, that with the other Board members, the city government and the civic-spirited residents of Quezon City, we are presenting one week of cultural-oriented activities.

MODESTO C. ENRIQUEZ

BACKGROUNDER

ON QUEZON CITY TOURISM OBJECTIVES

TINNO LAPUS

Aware of the encouragement given by the administration of President Ferdinand E. Marcos and the indefatigable support of the First Lady and Metro Manila Governor, Mrs. Imelda Romualdez Marcos, in placing the Philippines in its rightful place in the international map of tourism, Mayor ADELINA S. RODRIQUEZ saw to it that Quezon City does renege in doing its share in promoting tourism.

"We should not lag behind in the sweeping development of enriching our natural gifts and, in so doing, help promote one of the country's premier industries," Mayor Rodriquez said in launching the 1st Quezon City Tourism Week, December 5-11, 1976. The Lady Mayor also observed that "our pride stems from the absolute truth that our land and country abounds with numerous natural gifts. We have natural locales of scenic beauty, unique in historical importance, and people endowed with genuine hospitality with inborn traits of making friends with strangers."

THE QUEZON CITY EXECUTIVE ORDER NO. 8

Inspired by Gov. Imelda Romualdez Marcos, the city government under the direction of Mayor ADELINA S. RODRIQUEZ embarked on a major campaign to pinpoint potential tourist spots within the city limits and to develop them at the earliest possible time.

To achieve this goal, Mayor Rodriguez formed the Quezon City Board of Tourism to help the government in the planning and formulation of policies and programs to develop tourist spots and promote tourism.

EXECUTIVE ORDER NO. 8
Republic of the Philippines
OFFICE OF THE MAYOR
Quezon City, Metro Manila

In line with the extensive program on tourism that the Philippine Government is presently undertaking and the full support and involvement that Quezon City has been directly extending to this project since the advent of the New Society, A Quezon City Board of Tourism is hereby created designating the following as Chairman and members thereof:

Mr. Modesto C. Enriquez	Chairman
Mr. Francisco B. Alvarez	Executive Secretary
Mr. Rolando S. Asis	Member
Atty. Valentin C. Asunsion, Jr.	Member
Mr. Jorge L. Banal	Member
Engr. Feliciano C. Cabrera	Member
Mr. Alberto M. Galarpe	Member
Mr. Florentino L. Lapus	Member
Archt. Gerardo G. Magat	Member
Mr. Jose L. Morato	Member
Mr. Mel B. Parale	Member
Kgg. Carlos P. Rances, Sr.	Member
Dr. Josefa M. Saniel*	Member
Mr. Andres Torres Yap	Member

The Quezon City Board of Tourism shall convene immediately in a meeting to be arranged by the Board Executive Secretary-Member to attain the objectives of this Order.

Further, reports of its meeting and accomplishments shall be submitted from time to time for the information and guidance of the undersigned.

This amends previous Memoranda, Executive Orders and Circulars inconsistent hereto.

July 26, 1976

(SGD.) (Mrs.) ADELINA S. RODRIGUEZ

The newly-created Quezon City Board of Tourism held its initial organizational Luncheon Meeting at the Sulo Hotel on September 4, 1976.

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* In view of the pressure of work brought about by additional duties a the U.P., Dr. Saniel resigned as a member of the Board. She was subsequently replaced with the appointment of Mr. Antonio P. Tecson, President, QC Restaurants and Eateries Association.

Highlights of the said meeting was the creation of an Executive Committee to oversee and formulate policies and guidelines, and to draw plans, programs, schedules and recommendations of priority projects to be undertaken by the Board. Officially named Chairman of the Committee was Engr. Feliciano R. Cabrera. Archt. Gerardo G. Magat was designated Vice Chairman. Engr. Cabrera was given the authority to choose at least five members, with the Executive Committee were Mr. Pete Morato, Mr. Carlos Rances, Mr. Florentino A. Lapus, Atty. Valentin Asuncion, Jr. and Mr. Jorge Banal.

On October 16, 1976, the Board launched the first of a series of cultural tours of tourist spots in the city in line with its tourist promotion and development program.

Among the places visited by members of the tourism body, representatives of DOT and Travel Agencies, Civic Organizations and managers of restaurants were the Quezon City Museum at the Quezon Memorial Monument, Philippine Heart Center for Asia, University of the Philippines, Planetarium and the Magnolia Ice Cream Plant. Mr. Florentino A. Lapus and Mr. Jorge Banal were co-chairmen of the said city tours.

By virtue of Proclamation No. 8 dated September 7, 1976, Mayor ADELINA S. RODRIGUEZ declared the period from December 5-11 as Quezon City Tourism Week, and urged the citizens of Quezon



Photo shows Miss Malou Javier, Magnolia Plant PRO, explaining to the student-participants of the STUDENTS' CITY TOUR the operation of the plant complex which produces ice-cream, milk, cheese and other dairy products.



Photo shows a group of songfest contestants rendering their number before an appreciative crowd at the QC Hall lobby, venue of the contest.

City to support and properly observe the week to achieve its objective.

Promptly at 7:30 AM on December 5 1976, Quezon City marked an important milestone in its struggle for progress as the country's premier city. With the lilting music of the world's famous Pangkat Kawayan for musical background, the city formally opened its 1st Tourism Week. The program of activities for the 7-day affair were: *December 5,* a brief program with Director Irineo T. Aguirre, Jr. of the Department of Tourism as guest speaker, launching and ribbon cutting ceremonies of the QC Floral and Orchid Garden and the Saranggola Happenings later in the afternoon; *December 6*, choral competition, which was devoted solely to encouraging and enhancing the Filipino cultural values by way of choral renditions in the vernacular; *December 7,* Rondalla Contest was held to delight the audience with varied sounds from native musical instruments; *December 8,* Student's City Tour and launching of the Capitol Jaycees Photo-Tourism Contest; *December 9,* Arnis, Sipa and Pata Exhibitions as a revival of the seemingly forgotten games of our grandparents; *December 10,* Grand Finals of the Choral and Rondalla Competitions; and *December 11,* Award's Day and Closing Ceremonies where cash prizes and certificates of appreciation were awarded by Mayor ADELINA S. RODRIGUEZ to the winners of various contests held during the tourism week. Undersecretary Gregorio Araneta II of the Department of Tourism was the guest speaker during the closing programs.

LAW RESEARCH CENTER

SENAKULO AND WAY OF THE CROSS

On January 31, 1977 during the regular meeting of the QC Board of Tourism held at the Mayor's Office Conference Room, the Board was briefed on the plans of the Hon. City Mayor to preserve our cultures thru the presentation of a Senakulo during the Holy Week.

In connection with the "Senakulo" and "Way of the Cross" project, the Board formed the following Committees.

Executive Committee:

Mayor ADELINA S. RODRIGUEZ . . Hon. Chairman
Mr. MODESTO C. ENRIQUEZ . . . Over-all Chairman
Engr. FELICIANO CABRERA . . . . . Exec. Chairman
Atty. VALENTIN ASUNCION, JR. . . . Co-Chairman
Mr. ROLANDO S. ASIS . . . . . Co-Chairman

Physical Arrangement

Mr. ALBERTO GALARDE . . . . . Chairman
Atty. DOMINGO FORTUNO . . . . . Co-Chairman
Archt. GERARDO MAGAT . . . . . Member

Invitation

Mr. JORGE BANAL . . . . . Chairman
Mr. CARLOS RANCES . . . . . Co-Chairman

Publicity

Mr. FLORENTINO A. LAPUS . . . . . Chairman
Mr. JORGE BANAL . . . . . Co-Chairman

Planning

Mr. JUAN SAN MIGUEL . . . . . Chairman
Engr. FELICIANO CABRERA . . . . . Co-Chairman

The six nightly religious drama presentation started March 27 and lasted through April 1 from 7 PM to 10 PM at an open stage near the Ali Mall Shopping Center. It had the members of the Samahang Nazareno, Inc. of Cainta, Rizal in the cast.

A realistic and solemn "Way of the Cross" was also presented on April 6 at the Araneta Center from 1 PM to 4 PM. This was participated in by the Romans Club of Cainta, Rizal.

The nightly chapters of the Senakulo depicted the different significant events of the life of Jesus Christ leading to the great sacrifice on the cross on Calvary.



Last year's QC Tourism Week closing ceremonies was highlighted by the giving of awards to the winners of the various contests and the speech of the guest speaker, Hon. Gregorio Araneta II, Undersecretary of the Department of Tourism. Secretary Araneta lauded the efforts of the QC BOT in emphasizing the role of tourism in economic, social and cultural development of the country. Shown is Col. Karingal introducing Secretary Araneta who is seated 5th from left.



One of the activities of the 1st QC Tourism Week is the Saranggolohan Happenings held at the Quezon Memorial Circle. Entries are shown before a panel of judges which decided the most colorful, uniquely Filipino and the biggest.

SANTACRUSAN '77

Meanwhile, as early as March 9, 1977 in a special meeting of the Board held at the Cultural And Tourism Affairs Office, it was already suggested that the Quezon City Board of Tourism coordinate with different civic organizations to put up a "Santacruzan" in May.

During the Board meeting held on April 28, 1977 at the Sulo Hotel, the holding of the Santacruzan was finalized with the subsequent creation of an Executive Committee composed of the following:

Executive Committee composed of the following:
Mr. HONESTO M. ISLETA ..... Chairman
Mr. MODESTO C. ENRIQUEZ and
Mr. DANTE SANTOS ..... Co-Chairman

Physical Arrangement
Engr. PANTALEON TABORA ..... Chairman
Mr. DOMINADOR OCRISMA and
Arch. GERARDO MAGAT ..... Co-Chairmen

Participation
Mr. EDDIE FIEL ..... Chairman
Mr. FRANCISCO ALVAREZ and
Mr. CARLOS RANCES ..... Co-Chairmen

Traffic and Security
Col. TOMAS B. KARINGAL ..... Chairman
Major CONRADO ARABIT .... Co-Chairman

Refreshement
Mr. CHICHOS LUCIANO ..... Chairman
Atty. VALENTIN ASUNCION, JR and
Mr. PETE MORATO ..... Co-Chairman

Program nd Invitation
Engr. FELICIANO CABRERA ... Chairman
Mr. Stephen Sarino and
Mr. TINNO LAPUS ..... Co-Chairman

Finance
Atty. MANUEL T. SANTOS ..... Chairman
Mr. ANSELMO O. REGIS and
Atty. ARTURO V. UY ..... Co-Chairman

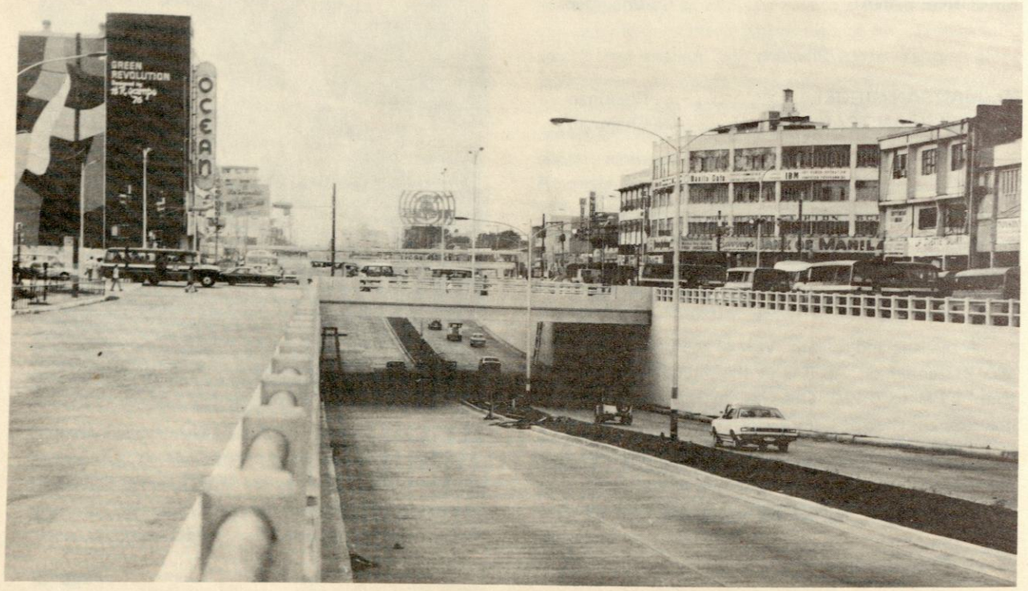
Publicity and Promotions
Mr. TINNO LAPUS ..... Chairman
Mr. JORGE BANAL ..... Co-Chairman

Procession
Mrs. PAZ CIELO BELMONTE ..... Chairman
Mrs. CONMEMORACION CONCEPCION Co-Chairman

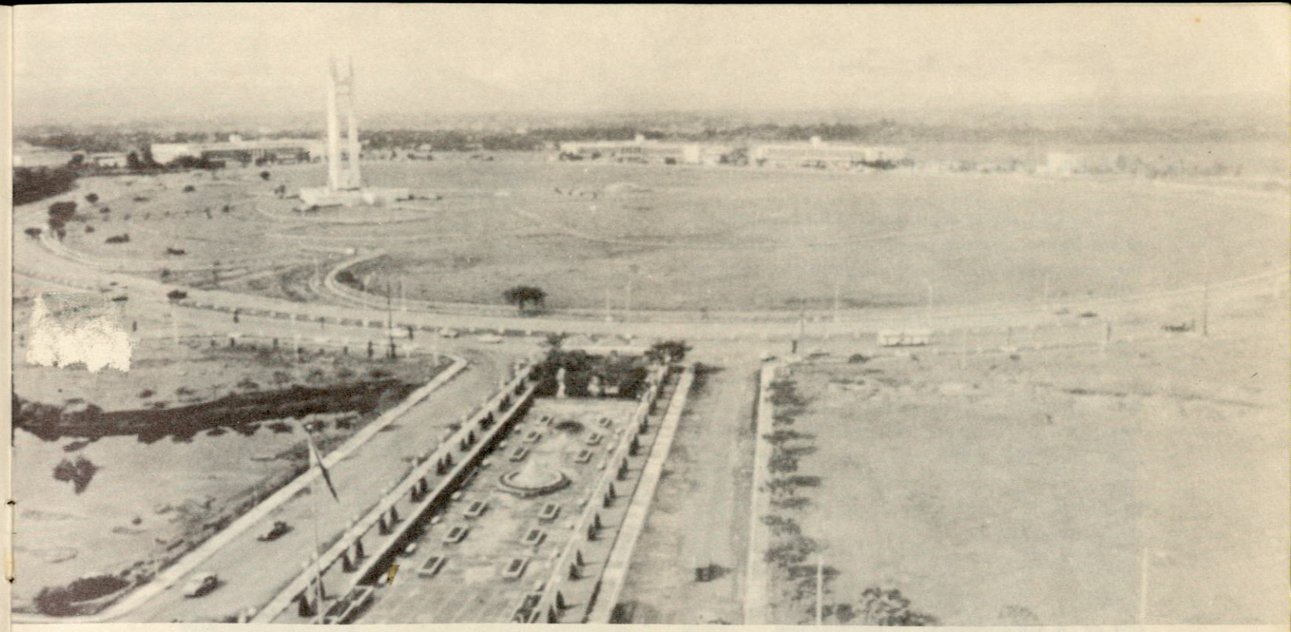
Parlor Games
Mr. FRANCISCO ALVAREZ ..... Chairman
Mr. ALBERTO GALARDE ..... Co-Chairman

The Santacruzan '77 was held on Sunday, May 29, 1977 from 4:00 P.M. to 10:30 P.M. The procession started from the Quezon City Hall Compound and winded up around the Quezon City Memorial Circle. Participating as "sagalas" were Miss Quezon City Tourism, Mutya ng Mindanao, Mutya ng Visayas, Mutya ng Luzon, Mutya ng Pilipinas-Tourism, Mutya ng Pilipinas-Asia, Mutya ng Pilipinas-World and foreign candidates for the Miss Asia Quest.

Among the Hermanas Mayores were: Mayor Adelina S. Rodriguez, Mr. and Mrs. Modesto Enriquez and Mrs. Rex Rosario.



Cubao overpass-underpass complex



TOURISTS SPOTS IN QUEZON CITY

QUEZON MEMORIAL CIRCLE

Located in the heart of the city with a towering memorial to the late President Manuel L. Quezon, is one big park which has been the site of the historic mass officiated by His Holiness Pope VI on November 29, 1970. The 26 hectare Quezon Memorial Circle is refuted to be one of the biggest rotonda in the world. The imposing 66 meter high monument was built as a memorial and the said height is symbolic of the age of Pres. Quezon when he died. The three towering pylons with the winged figures perched atop the pylons represents the three major islands of the Philippines namely; Luzon, Visayas and Mindanao.

LA MESA DAM AND THE BALARA FILTRATION PLANT

The La Mesa Dam in Novaliches and the Balara Filter in Diliman are excellent picnic and recreational areas with their compliment pavilions, swimming pools and recreational facilities and a wide expanse of rolling picnic grounds overlooking the scenic neighboring mountain towns of Montalban, San Mateo, Antipolo and Marikina. The Balara Plant filters some 600,000 gallons of water everyday supplying clean and potable water to the Metro Manila area and environs.

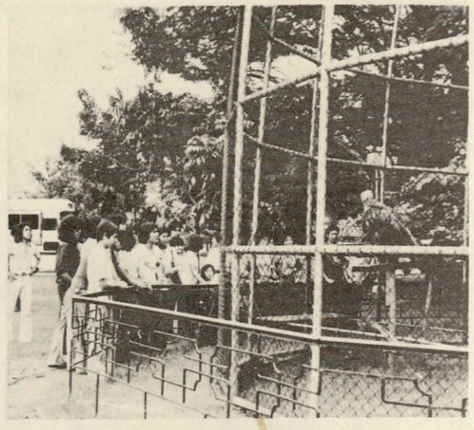
SAN FRANCISCO PARISH CHURCH

The San Francisco Parish Church in San Francisco del Monte, Quezon City, is one of the oldest churches in the country. Ownership of its present site was acquired on February 15, 1590. Immediately thereafter, a small church and convent made of bamboo and nipa was erected thru the initiative of Father Pedro Blasquez who designed and supervised the construction. Father Blasquez was known for his deep concern for Christian justice and protector of the poor. Father Pedro died a martyr on February 5, 1507 in Nagasaki City, Japan. He was later known in the calendar of Catholic saints as San Pedro Bautista - now Patron Saint of San Francisco del Monte and on whose honor the district fiesta is being held on February 5 of every year. (Historical records show that the Patron Saint of San Pedro Bautista Church was named after its first parish priest: Father Pedro Blasquez y Blasquez.) The church was renovated with wood in 1593 and of vulcanic stuff in 1599. The present church was built from 1696 to 1699, through the generosity of Tomas Endaya.. Here several Franciscans who suffered martyrdom in Japan in the seventeenth centurey retired for Wooden altars carved in beautiful antique design built in 1590 still exist as well as the cave in the ground floor of the altar and the tunnel at the right side of the cave. The entrance of the above-mentioned cave and tunnel is located at rear elevation of the church from the east going to the west near the main entrance of the church at the front elevation.

THE LA LOMA COCKPIT

The La Loma Cockpit is one of the biggest in the Metro Manila area and possibly one of the oldest in the country. Founded and inaugurated in 1903 by Don Tomas Guison, the supervision and management of the establishment is being administered up to the present by the Guison heirs.

The La Loma arena has been the site of cockfighting every Sundays and Holidays. Tourists and foreign visitors complete their sojourn in the Philippines when they are able to witness one of the typical native sports, locally known as "sabong." La Loma is being patronized by no less 3,000 cockpit enthusiastic every cockfighting day.

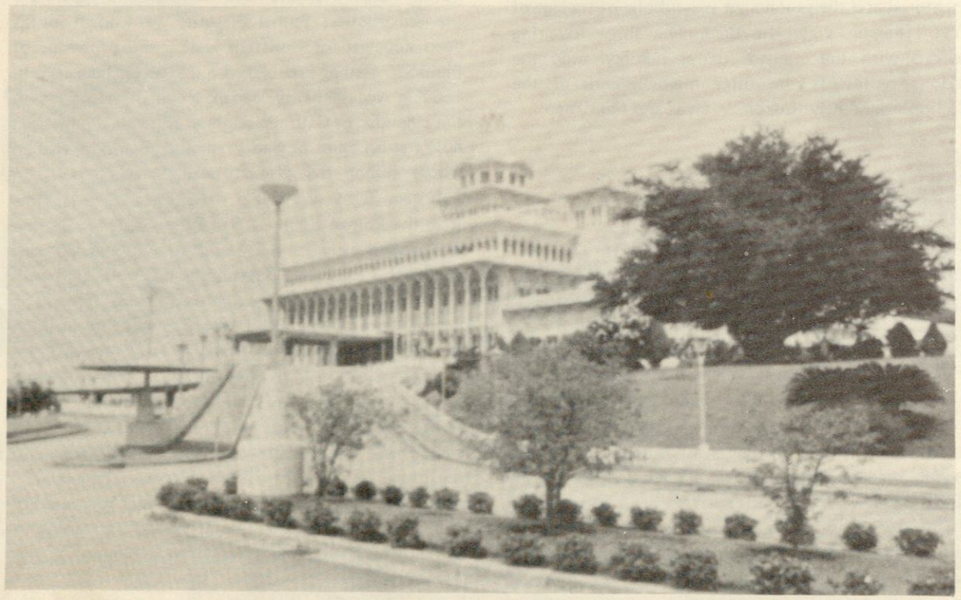


IGLESIA NI KRISTO

Located along the Don Mariano Marcos Avenue, just opposite the UP compound, the eye-catching church adopted an architectural style reflective of the Gothic concept, merged with Moorish style interpreted into a modern form. This is a style inherent in all Iglesia ni Kristo churches as has been closely associated with their churches. (All the symbolic interpretation of the architectural design will be referred for proper evaluation from its Architect Carlos Santos Viola.)

PARKS AND WILDLIFE OFFICE NATIVE CENTER

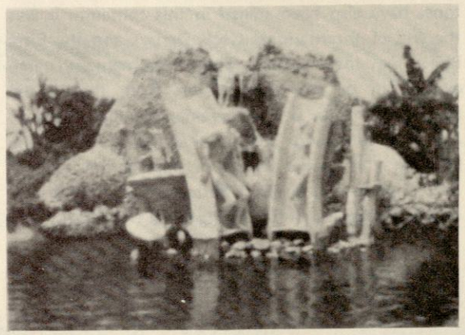
The Parks and Wildlife Office Native Center situated near the Quezon Memorial Circle is a haven for nature lovers. Here can be found rare flora and fauna including the famous monkey-eating eagle which has been the object of conservation drives. Its children playground is provided with various recreational facilities.



HIMLAYANG PILIPINO

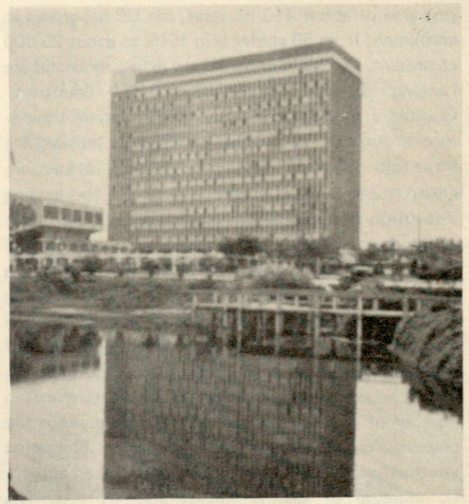
This memorial park in Tandang Sora district is considered a tourist spot. Its magnificent land-scapping and the eye-catching monuments are something to behold. The park includes the memorial to Melchora Aquino, more popularly known as Tandang Sora, one of the heroes of the Philippine Revolution and, officially, the Heroine of Quezon City.





HEART FOUNDATION OF ASIA

This modern facade along East Avenue near the City Hall complex is among the pet projects of the First Lady, Imelda R. Marcos is equipped with the latest laboratory facilities especially designed to help those with heart ailments. During its very inpressive inauguration on February 14, 1975 (Valentine Day), heart specialists and surgeons from all over the world graced the historic occasion. With its coming into being, it projected the Philippines as one of the leaders in cardiac research this part of the world.
cardiac research and specialization in this part of the world.



THE QUEZON CITY HALL COMPOUND

The on-going beautification of the city grounds can now boost of the magnificent landscaping of a sunken garden featuring a roaring waterfalls and murmuring fountain. At night, the garden is glittering with multicolored lighting facilities; Washed-out concrete benches compliment evening promenaders. Already half-finished for visitors and strollers is the Quezon City Orchid Garden in the middle of a water-lagoon. When finished it shall be dedicated to the First Lady and Metro Manila Governor Mrs. Imelda Romualdez Marcos and to the residents and visitors of the premiere city: Quezon City



THE UNIVERSITY OF THE PHILIPPINES

This premiere government institution of higher learning was established in June, 1908. Located in a vast area of about 450 hectares, the UP has grown in enrollment from 50 students in 1909 to about 25,000 at present. Of this number, more than a thousand are foreing students representing 29 countries. Granted a special Charter by the Philippine Legislature on June 18, 1908, it has consistently pursued the three-fold goals of providing quality instruction, research and service to the people. As the leading institution of higher learning in the country, it stands at the apex of Philippine educational system. Staffed by a teching force of over 3,000 faculty members, a great number of whom have had advanced training abroad, its prestige is a by-word not only in the domestic scene but even in the international arena of education mainly due to its standard of instruction and scholastic achievements. The University has a number of autonomous units spread throughout the country for easy access to its doors by Philippine youths. Inside the university compound is an authentic museum of Islamic culture and artifacts. The Chapel of the Holy Sacrifice which the chapel's architect picked on a circular plan is best suited to give the students a feeling of participation in a community mass and perhaps to give emphasis to the university's mission of universal learning. Te celing of the dome lent itself to the dramatic use of colored lights giving emphasis to the different passages of the Holy Scarifice.

The bullet-shaped Planetarium gives curious viewers a good sight of the heavenly bodies through its powerful telescopic instruments. Its global conference-laboratory room provides the visitors with the ocular study of planets, its functions and relations with each other.



THE ARANETA CENTER

The Araneta Center in the heart of Cubao District is notably the front-runner in the establishment of the city's business district. Here can be found all kinds of commercial establishments catering not only to the city residents but also to those of the neighboring cities and towns. Most of its big stores offer special discounts to tourists and balikbayans. Within the center is the Araneta Coliseum, the world's biggest air-conditioned domed coliseum whose inaugural presentation saw the capture of the Philippine first post-war world boxing title by the now famous Gabriel "Flash" Elorde. This Philippine Coliseum at the Araneta Center was also the venue of the now famous "Fight of a Lifetime" between Muhammad Ali and Joe Frazier. Beauty pageants and basketball tournaments of national and international tones have also been staged in this coliseum. It was the site of International Cock Derbys and the First Philippine International Chess Tournament participated in by the grandmasters from the United States, Romania, Czechoslovakia, Mexico Denmark and Argentina and international masters from the Philippine, Italy and Indonesia. Just at the back of the coliseum is a covered fiesta carnival with a year round activity for all fun-loving children.



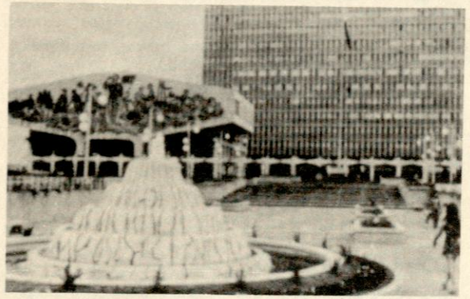
PROGRAM OF ACTIVITIES

DECEMBER 5-11, 1977

DECEMBER 5 – MONDAY	7:30 to 10 am	–	OPENING CEREMONIES AND FLORAL-ORCHID GARDEN SHOW Quezon City Hall
	4 to 6 pm	–	MARTIAL ARTS Araneta Complex
	7 to 11 pm	–	BOXING Araneta Complex
DECEMBER 6 – TUESDAY	8 am to 2 pm	–	TOURISM SEMINAR Albert Session Hall, QC
	4 to 6 pm	–	MARTIAL ARTS Araneta Complex
	7 to 11 pm	–	BOXING Araneta Complex
DECEMBER 7 – WEDNESDAY	11 am to 7 pm	–	FOOD FESTIVAL Quezon City Hall Quadrangle
	3 to 4 pm	–	LAUNCHING OF LANTERN CONTEST
	4 to 7 pm	–	SONGFEST Quezon City Hall Quadrangle
	4 to 6 pm	–	MARTIAL ARTS Araneta Complex
	7 to 11 pm	–	BOXING Araneta Complex
DECEMBER 8 – THURSDAY "STUDENTS' CITY TOUR:"	7:30 am to 12 Noon	–	FROM THE MAYOR'S OFFICE . . . . Parks & Wildlife
	4 to 6 pm	–	Martial MARTIAL ARTS Araneta Complex
	7 to 11 pm	–	BOXING Araneta Complex
DECEMBER 9 – FRIDAY	4 to 6 pm	–	MARTIAL ARTS Araneta Complex
	&:30 pm	–	"GABI NG LUNGSOD QUEZON SA ARANETA COLISEUM"
DECEMBER 10 – SATURDAY "KABATAANG BARANGAY DAY"	8 to 10 am	–	ON THE SPOT PAINTING Araneta Complex
	4 to 6 pm	–	MARTIAL ARTS Araneta Complex
	7 to 11 pm	–	BOXING FINALS Araneta Complex
DECEMBER 11 – SUNDAY "CLOSING CEREMONIES"	8 to 10 am	–	MARATHON Quezon Memorial Circle
	2 to 5 pm	–	CYCLING Quezon Memorial Circle
	7 pm	–	CLOSING CEREMONIES AND CORONATION OF MISSES QC TOURISM, QC CULTURE AND QUEZON CITY Quezon Memorial Circle

LAW RESEARCH CENTER

TRULY TOURISM-ORIENTED ACTIVITIES ARE IN STORE FOR THE 2ND QC TOURISM WEEK



In its bid to contribute its share in tourism development consistent with the goals of the National Government, and hopefully, to become one of the major tourist havens of our country, Quezon City will unwrap a distinct and truly tourism-oriented activities to mark the celebration of the 2nd QC Tourism Week.

Mayor Adelina S. Rodriguez has declared the period from December 5 to 11, 1976 and every first week of December of each year thereafter as Quezon City Tourism Week through QC Proclamation No. 8 dated September 7, 1976. Earlier, the lady city executive created the QC Board of Tourism (QC Executive Order No. 8) on July 26, 1976, "in line with the extensive program on Tourism that the Philippine Government is presently undertaking and the full support and involvement that Quezon City has been directly extending to this project since the advent of the New Society."

Hereunder are the activities lined up for the week-long tourism celebration:

December 5 — Monday (Opening Ceremonies, Floral & Orchid Garden Show, Martial Arts, Boxing)

A musical rendition of various songs and tunes by the Don Mariano Marcos High School Drum & Bugle Corps heralds the opening day celebration at 7:00 AM. Adding sights and color to the occasion are honor guards of the Camp Aguinaldo High School.

At exactly 8:00 AM, flag raising ceremony will be held at the QC Hall Flagpole, in front of the city hall building.

Fifteen minutes later, a Special Mass, officiated by Monsgr. Alfredo Reyes, will be offered at the Carlos Albert Session Hall.

A short program follows at 8:45 AM. Mr. Antonio P. Tecson, Chairman of QC Tourism Week Committee, will deliver the opening remarks, followed by the inspirational message of Mayor Adelina S. Rodriguez. After which Mr. Modesto C. Enriquez, Chairman of the QC Board of Tourism, will introduce the guest speaker, Dr. Jose P. Mananzan, President, Hotel & Restaurant Association of the Philippines (HRAP). Closing remarks will be done by Mr. Juan D. San Miguel, Vice-Chairman, QC Board of Tourism.

Master of ceremonies is Jorge L. Banal, co-chairman of the Q.C. Tourism Week.

Mayor Rodriguez and the directors of the QC Tourism Board will then lead the guests and supporters of the celebration to a special tour of the QC Floral & Orchids Garden which was launched last year. Incidentally, the garden is a pet project of Mr. Enriquez who conceived it as a part of the city's total tourism development plan. Through the initiative of Mr. Enriquez, a bigger and multi-varied flower garden is envisioned to include a nursery, commercial and exhibit plant booths.

Thereafter snacks will be served at the Mayor's Office.

In the afternoon of the same day, Araneta Commercial Center shoppers and habitues, particularly physical and sports culture enthusiasts, will find it delightful to watch martial arts exhibition and boxing. The uniqueness and craftmanship of our indigenous martial arts shall be demonstrated with style only known to us.

December 6 — Tuesday (Tourism Seminar, Martial Arts, Boxing)

Tourism Seminar shall be conducted in the second day of the celebration. This will be held at the Carlos Albert Session Hall from 8:00 AM to 2:00 PM. The theme: TOURISM IN QC. Seminar participants are barangay captains, Kabataang Barangay Chairmen, Barangay Developmental Information officer of QC, Sangguniang Bayan members, representatives from the city hall employees, representatives from business and industry sector and representatives from civic organizations.

Committee Chairman Mr. Carlos Rances announced the seminar program, to wit:

8:00–8:30 AM	Registration of Participants
8:30–9:00 AM	a) National Anthem b) Welcome Address — Mr. Modesto C. Enriquez, Chairman, QCBOT c) Inspirational Talk — Hon. Adelina S. Rodriguez, Mayor, Quezon City
9:00 AM	Tourism in General By: Prof. Jaime de los Santos, U.P.
10:00–10:15 AM	B R E A K
10:15–11:15 AM	Tourism as an Industry By Prof. Jaime de los Santos, U.P.
11:15–12:15 PM	QC as a Tourist Spot By: Mr. Florentino A. Lapus
12:15–1:00 PM	Lunch Break & Fellowship
1:00–2:00 PM	Open Forum

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December 7 Wednesday (Food Festival, Launching of Lantern Festival, Songfest, Martial Arts, Boxing)

A package-load of myriad activities from food culture, music and sports, are lined up on this day. This is also a day of big surprises!

From 11:00 AM to 7'00 PM, Food Festival will be held at the QC Hall Quadrangle under the supervision of Mr. Helly Turinggan. Some mouth watering foods and dishes, both local and foreign, will be put on display at the different booths to be constructed by the participating city restaurants and eateries. Also, table setting and food preparation will be demonstrated before the public. Actual sales of foods shall be handled by the QC Restaurant and Eateries Association.

The launching of the Lantern Festival commences in the afternoon. Lanterns are displayed at the City Hall Quadrangle. Committee chairman Mr. Rolly Asis shall announce all the entries and shall present the members of the Board of judges for the lantern festival, afterwhich they will review the lantern-entries on display.

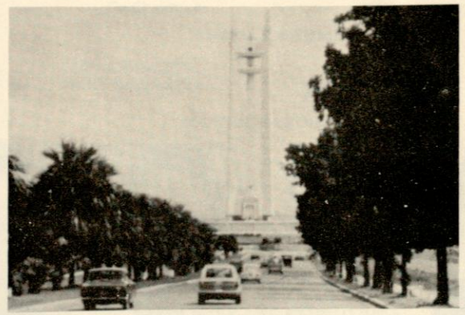
A celebration is not complete without the inclusion of a contest close to the hearts of the majority. In this regards, nine (9) KB Choral groups will compete in a Songfest from 4:00 PM to 7:00 PM at the City Hall Quadrangle. Trophies will be awarded to the first five (5) winners. Intermission numbers will be provided by Mr. Helly Turringgan (piano-solo), Ms. Melissa Isidro (song) and talents from the restaurants and eateries in the city.

December 8 — Thursday (Students' City Tour, Martial Arts, Boxing)

It's practically a day of enlightenment, education and appreciation to student leaders of the different high schools in the city as they will be treated to a guided tour of the city's well-known and potential tourist spots and landmarks, among others, the City Hall Compound, the Philippine Heart Center for Asia, Pagasa Weather Bureau, Planetarium, Magnolia Plant Complex and Parks & Wildlife. Mr Bert Basilio and colleagues will lead the "convoy" with candidates of the Miss Quezon City Tourism acting as tour guides and usherettes,

December 9 — Friday (Martial Arts and "Gabi ng Lungsod Quezon sa Araneta Coliseum")

"Gabi ng Lungsod Quezon sa Araneta Coliseum" will be staged this Friday night at 7:30 PM. A long list of popular and well-known celluloid and show business personality will grace the occasion aimed to bring entertainment and promote culture, time and



again, is the subject to achieve national identity and unity. The musical-cultural variety show will showcase singers, dancers, local songs, music and folk dances. Featured also are places and spots with historical significance, cultural values and tourism potentials. The program will be telecast on GTV 4 through the facilities of the National Media Production Center. Program Director is Mr. Al Quinn, while TV Direction will be handled by Mitos Villareal.

December 10 — Saturday (Kabataang Barangay Day)

Several developmental programs aimed to develop the youth's hidden talents and potentials in the different fields of the arts, will be devoted on this day of the tourism celebration.

Araneta complex will be a picture of color, canvas and brush as participants to the ON THE SPOT PAINTING CONTEST dabble it out starting from 8:00 AM to 10:00 AM. From 4:00 to 6:00 PM, Martial arts will be performed at the same venue. Boxing competition ends on this night with winners going home with handsome prizes.

December 11 — Sunday (Closing Ceremonies)

It will be sports day in the morning of the last day of the tourism week.

At 8:00 to 10:00 AM, KB MARATHON will be held at the Quezon Memorial Circle under the over-all direction of Mr. Dante Santos and the KB Federation of QC.

Cycling follows in the afternoon from 2:00 until 5:00 PM. at the Memorial Circle. Participants are members of the QC Cycling Club. The exhibition is madypossible through the efforts of Mr. Domingo Quilban, one of the country's professional cyclists.

Climaxing the 7-day affair is the coronation of the winners of Miss Quezon City Tourism, Miss QC Culture and Miss Quezon City. The glittering ceremonies shall be staged in an open stage to be put up for the occasion at the Quezon Memorial Compound.

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QCBOT visit at Philippine Heart Center for Asia.



The Quezon City Board of Tourism during its organizational meeting.

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MR. JORGE L. BANAL — Co-Chairman
MR. JOSE L. MORATO — Co-Chairman

DECEMBER 5 – OPENING CEREMONIES & FLORAL & ORCHIDS GARDEN SHOW

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MR. FLORENTINO LAPUS

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MR. TINNO LAPUS — Co–Chairman

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KGG. DANTE SANTOS — ATTY. BRAULIO ARRIOLA, JR.
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DECEMBER 7 – FOOD FESTIVAL, LANTERN CONTEST, SONGFEST

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MR. BEBOT RIVERA — Vice-Chairman

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ATTY. LOLOY LIGUTAN — Co-Chairman

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MR. SAMMY SANTOS — MR. ROMY VERTUSIO
MR. BOBBY RODRIGO — MR. FAME AQUINO

DECEMBER 9 – "GABI NG LUNGSOD QUEZON SA ARANETA COLISEUM"

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JOSE ROSARIO — Co-Chairman

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MODESTO ENRIQUEZ — KGG. ROGER QUIAMBAO
BERT GALARPE — LETICIA P. ROSARIO

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DECEMBER 10 – "KABATAANG BARANGAY DAY"

MR. PIT MORATO — Chairman
MR. DANTE SANTOS — Co-Chairman
MR. CRISOSTOMO NICOLAS — Member

DECEMBER 11 – CLOSING CEREMONIES & CORONATION OF MISSES QUEZON CITY TOURISM, QC CULTURE AND QUEZON CITY

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MR. VICTOR LUCIANO — Co-Chairman
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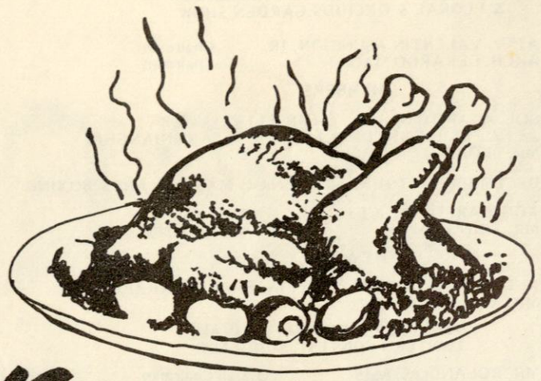
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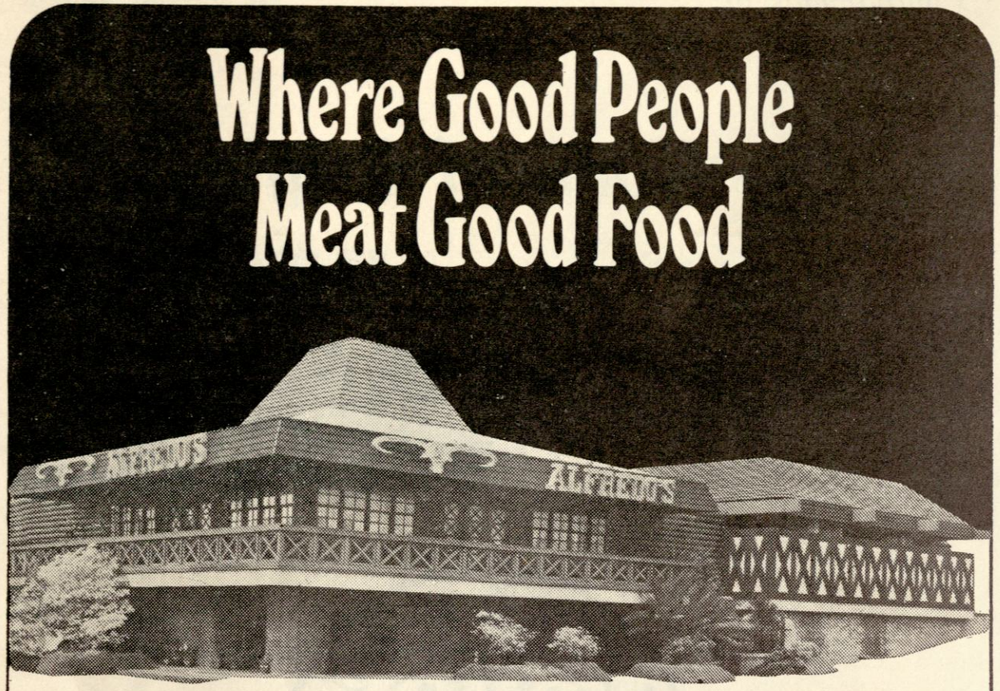
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ACKNOWLEDGEMENT

The Quezon City Government, thru its Board of Tourism and the Cultural and Tourism Affairs Office, extends its sincere appreciation and thanks to all those who directly or indirectly assisted, or offered to assist, in the successful implementation of the 2nd Quezon City Tourism Week.

Special mention goes to our Q.C. Tourism Week Committee for its overall performance as committee in-charge; to the day-to-day chairmen, co-chairmen, and members of the week-long tourism-oriented activities; and to the various committees and sub-committees;

To the Quezon City Restaurants and Eateries' Association, most particularly President Tony Tecson of Hong Ning, Q.C.B.O.T. Chairman Modesto Enriquez of the Sulo Group of Companies, Helly Turinggan of Barrio Fiesta West, Richard Young and Elizabeth Isip of Kobe Philippines and the other restaurant-advertisers;

To the "showbiz" people of the City and its other friendly neighbors, thru the good efforts of Madam Lilian Laing ang Al Quinn and Lani Oteyza, like Pilita Corrales, Ariel Oreta, Amado Pascual and the other "unsung" performers;

To the Progressive Development Corporation, for granting the FREE use of Araneta Coliseum during the "Gabi ng Lungsod Quezon sa Araneta Coliseum" and for other forms of assistance; to NMPC Director Greg Cendana for the "on the house" live TV coverage of the said show; and to other generous donors;

To the "orchidists" of Quezon City who are exhibiting various species of selected orchids at the Q.C. Floral and Orchid Garden, among whom are: Mr. & Mrs. Pol Urban, Mr. & Mrs. Hermogenes Felarca, Col. Mike Aure, Col. Jake Galang, Col. Ruperto Pia Jr., Mr. & Mrs. Ely Javier, Col. Agapito Braga, Mr. & Mrs. Modesto Enriquez, Mrs. Josefina A. Herrera, Mrs. Rey Nunez, Carding's Rock Garden.

To the Quezon City Kabataang Barangay, the Quezon Barangay Secretariat and Action Center, and all the participating barangays;

To Bustamante Press, the printer of our souvenir program, to Carding Alcantara and his friendly staff; and to Capitol Jaycee Romeo Solivar who "found time and made time" to assist in the publication of this souvenir program;

To the entire personnel of the Cultural and Tourism Affairs Office, more particularly Evelyn Eustaquio, Socorro Ramirez, and Vic Loretizo (former employee);

And to all those who, in one way or the other, extended a helping hand, our heartfelt gratitude and our best wishes for a MERRY CHRISTMAS AND A MORE PROSPEROUS 1978!

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