



Republic of the Philippines  
**Department of Education**  
REGION III  
SCHOOLS DIVISION OFFICE OF BATAAN

JUL 30 2025

**DIVISION ADVISORY**  
No. 175, s. 2025

To: Assistant Schools Division Superintendent  
Chief Education Supervisors  
Education Program Supervisors  
Public Schools District Supervisors  
Public Elementary School Heads  
All Others Concerned


This Office informs all concerned that **JCA PRIMA TRAVEL & TOURS**, a DOT-accredited and duly recognized educational tour operator, has proposed an off-campus educational tour program for schools in Region III.

Attached herewith are the copies of **Regional Advisory No. 84 and 85, s. 2025**, and a copy of the letter from **Maria Almira Corazon V. Duran**, Founder of Likha't Lahi Cultural Advocacy, JCA PRIMA Travel & Tours, along with the proposed features of the program for reference and further inquiries.

For information.

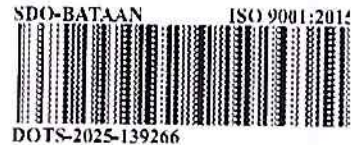
  
**CAROLINA S. VIOLETA, EdD, CESO V**  
Schools Division Superintendent

*In compliance with DepEd Order No. 8 s. 2013, this Division Advisory is issued not for endorsement per D.O. 28 s. 2001 only for the information of DepEd Officials, personnel as well as the concerned public.*

S09   
July 28, 2025



Republic of the Philippines  
**Department of Education**  
REGION III-CENTRAL LUZON



18 JUL 2025  
BY:

**Advisory No. 084**, s. 2025  
Month, Day, Year

In compliance with DepEd Order (DO) No. 8, s. 2013  
this advisory is issued not for endorsement per DO 28, s. 2001,  
but only for the information of DepEd officials,  
personnel/staff, as well as the concerned public.  
(Visit [region3.deped.gov.ph](http://region3.deped.gov.ph))

**JCA PRIMA TRAVEL AND TOURS PROPOSALS**

JCA Prima Travel and Tours, a DOT-accredited and duly recognized educational tour operator has proposed an off-campus educational tour program for schools in Region III.

The advocacy is not merely to offer recreational travel but to foster appreciation of heritage, environmental consciousness, community interaction, and practical learning beyond the classroom setting.

Participation of students and teachers from public and private schools shall be purely voluntary and will not hamper instructional time in compliance with the provisions of DepEd Order No. 012, s. 2025 titled *Multi-Year Implementing Guidelines on the School Calendar and Activities* and DO No. 9, s. 2025 titled *Instituting Measures to Increased Engaged Time-on-Task and Ensuring Compliance Therewith*. Enclosed is the letter of invitation from the organizer for reference and other details.

For inquiries please contact:  
**MARIA ALMIRA CORAZON DURAN**  
JCA Prima Travel & Tours  
Founder, Likha't Lahi Cultural Advocacy  
Mobile Number: 0931-064-5233

**RONNIE S. MALLARI, PhD, CESO V**  
Director IV

To send feedback  
regarding any of  
our services,  
kindly scan the  
QR Code.



Address: Matalino St. D.M. Government Center, Maimpis,  
City of San Fernando (P)  
Telephone Number: (045) 598-8580 to 89  
Email Address: [region3@deped.gov.ph](mailto:region3@deped.gov.ph)  
Website: <https://region3.deped.gov.ph/>







**JCA PRIMA TRAVEL & TOURS**

*"Travel with style and heart"*

Main Office: ARDC Commercial Building  
Mangas 2 Alfonso Cavite

+63468902267  
+639310645233

agemiroche23@gmail.com

Bohol Branch: Purok 5 Poblacion Panglao Bohol

+639457707534

caprimatourinc@yahoo.com

**Dr. RONNIE S MALLARI PhD CESO V**  
Regional Director  
Department of Education-Region III  
City Of San Fernando

Dear Dr. Mallari:

**MABUHAY!**



Greetings of peace and partnership!

We at JCA Prima Travel & Tours, a DOT-accredited and duly recognized educational tour operator since 1998, humbly seek your kind consideration and approval to formally submit our proposed off-campus educational tour program for schools under your jurisdiction.

In alignment with the MATATAG Agenda of the Department of Education, particularly in strengthening learners' well-being, character development, and lifelong learning skills, our tours are designed to be sustainable, experiential, and deeply rooted in Filipino culture and values.

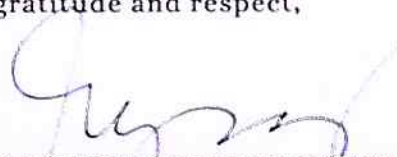
Our advocacy is not merely to offer recreational travel but to foster appreciation of heritage, environmental consciousness, community interaction, and practical learning beyond the classroom.

Through carefully curated itineraries, we incorporate activities such as cultural immersion, traditional crafts, heritage appreciation, environmental education, and Palarong Pinoy – ensuring that each experience becomes meaningful and aligned with DepEd's learning competencies and child protection policy.

We respectfully request your kind permission to present and submit our tour program to schools and divisions under Region III. Rest assured, all our proposals strictly follow DepEd guidelines on safety, educational value, and ethical implementation.

Thank you very much for your attention to this request. We look forward to the opportunity to contribute to the holistic development of our learners through responsible and transformative travel.

With gratitude and respect,

  
**MARIA ALMIRA CORAZON V. DURAN**  
President | Tour Director  
JCA Prima Travel & Tours





Republic of the Philippines  
**Department of Education**  
REGION III-CENTRAL LUZON



RECEIVED  
JUL 13 2025

**Advisory No. 085**, s. 2025  
June 23, 2025

In compliance with DepEd Order (DO) No. 8, s. 2013  
this advisory is issued not for endorsement per DO 28, s. 2001,  
but only for the information of DepEd officials,  
personnel/staff, as well as the concerned public.  
(Visit [region3.deped.gov.ph](http://region3.deped.gov.ph))

BY: \_\_\_\_\_

**JCA PRIMA TRAVEL AND TOURS CULTURAL PRESENTATION INITIATIVE FOR  
PRESCHOOL - K12 LEARNERS IN REGION III**

JCA Prima Travel and Tours in partnership with artistic and educational performing team Dulang BUHAY, will conduct a series of educational and cultural performance programs in selected schools within Region III.

This program will feature live performances of timeless Filipino art forms such as:

- Balagtasan (debate in poetic form)
- Pagpupuni (traditional poetic praises)
- Borlas de Pastillas (paper art symbolic of Filipino creativity)
- Pagsasadula ng mga Bayani (short plays dramatizing the lives and heroism of Philippine National Heroes)
- Pagmamano (gesture of respect to elders)
- Pagsagot ng "Po" at "Opo" (courteous language towards elders)
- Cultural storytelling, interactive songs, and "Palarong Pinoy"

The goal is to nurture patriotism, cultural appreciation, and the core Filipino values of paggalang, pagkakaisa, at pagmamahal sa bayan – especially among the youth, who are our torchbearers of tomorrow.

Participation of students and teachers from public and private schools shall be purely voluntary and will not hamper instructional time in compliance with the provisions of DepEd Order No. 012, s. 2025 titled *Multi-Year Implementing Guidelines on the School Calendar and Activities* and DO No. 9, s. 2005 titled *Instituting Measures to Increased Engaged Time-on-Task and Ensuring Compliance Therewith*. Enclosed is the letter of invitation from the organizer for reference and other details.

7

**RONNIE S. MALLARI, PhD, CESO V**  
Director IV

For inquiries please contact:  
**MARIA ALMIRA CORAZON DURAN**  
JCA Prima Travel & Tours  
Founder, Likha't Lahi Cultural Advocacy  
#0931-064-5233



Address: Matalino St. D.M. Government Center, Maimpis,  
City of San Fernando (P)  
Telephone Number: (045) 598-8580 to 89  
Email Address: [region3@deped.gov.ph](mailto:region3@deped.gov.ph)  
Website: <https://region3.deped.gov.ph/>



Certificate No. PHP QMS  
2493 0121





**JCA PRIMA TRAVEL & TOURS**

Travel with value and heart

Main Office: ARDC Commercial Building  
Mangas 2 Alfonso Cavite

+63468902267  
+639310645233

agemiroche23@gmail.com

Bohol Branch: Purok 5 Poblacion Panglao Bohol

+639457707534

jcaprimatourinc@yahoo.com

**Dr. RONNIE S. MALLARI CESO V**  
Regional Director  
Department of Education – Region III  
City of San Fernando, Pampanga

**Subject: Request for Endorsement – Cultural Presentation Initiative for Preschool –K12 Learners in Region III**

Dear Dr. Mallari,

**Mabuhay!**

Warm greetings of peace, culture, and nation-building!

On behalf of **JCA PRIMA TRAVEL & TOURS**, in partnership with our artistic and educational performing team **Dulang BUHAY**, we humbly write to seek your kind endorsement and approval to conduct a series of educational and cultural performance programs in selected schools within Region III.

In line with the Department of Education's thrust to revive Filipino identity, values, and cultural appreciation, we propose to bring an enriching and interactive learning experience to your students—especially in the preschool-K12 levels—through a curated cultural showcase and theatrical performance entitled:

**"Likha't Lahi: Sining, Kultura, at Galing ng Filipino"**

This program will feature live performances of timeless Filipino art forms such as:

- Balagtasan (debate in poetic form)
- Pagpupuni (traditional poetic praises)
- Borlas de Pastillas (paper art symbolic of Filipino creativity)
- Pagsasadula ng mga Bayani (short plays dramatizing the lives and heroism of Philippine national heroes)

For our younger learners in preschool and early grades, we will facilitate interactive segments designed to instill respect, discipline, and cultural pride, highlighting practices such as:

- Pagmamano (gesture of respect to elders)
- Pagsagot ng "Po" at "Opo" (courteous language towards elders)
- Cultural storytelling, interactive songs, and "Palarong Pinoy"


Our goal is to nurture patriotism, cultural appreciation, and the core Filipino values of paggalang, pagkakaisa, at pagmamahal sa bayan—especially among the youth, who are our torchbearers of tomorrow.

We are confident that this initiative will not only support the curriculum but also complement DepEd's efforts in values formation and cultural revitalization, especially post-pandemic where many of these practices are fading in daily life. We would be honored to receive your endorsement to coordinate with selected schools and school division offices in Region III. Rest assured, all our activities will be aligned with the health, safety, and academic guidelines of the Department.

Attached herewith the sample program lineup, and credentials of our performers and educators.

Thank you for your continued support of initiatives that uphold the soul and heritage of the Filipino people. We look forward to your kind endorsement and to working closely with your office for the success of this advocacy.

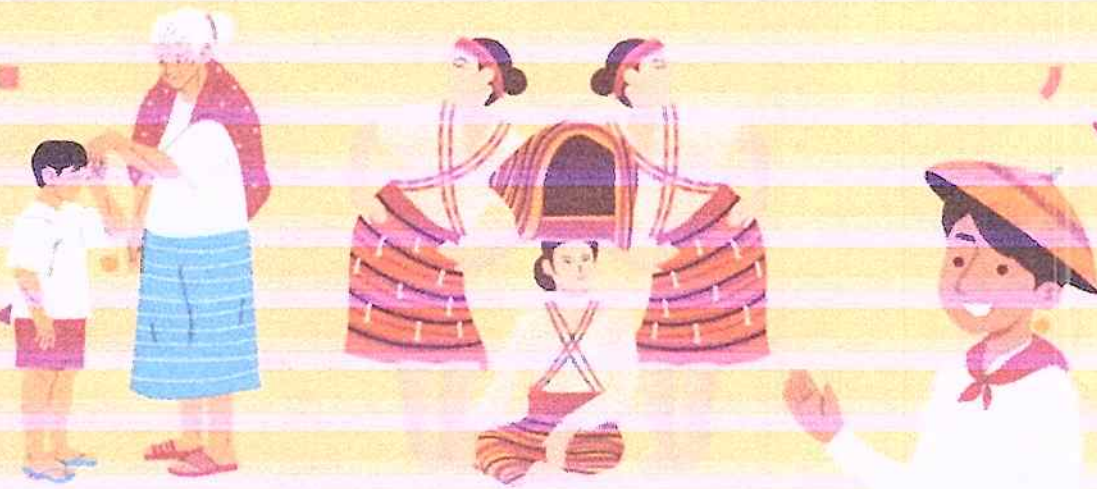
With deep respect and cultural pride,

  
**MARIA ALMIRA CORAZON DURAN**  
JCA PRIMA TRAVEL & TOURS  
Founder, Likha't Lahi Cultural Advocacy



LINGGO NG WIKA

# Dulang Bulhay





## DULANG BUHAY: BANTAYOG NG LAHI

Produksyon: Values and Skills Enrichment Program

Uri: Dulangbuhay na Historikal-Kultural-Interaktibo

Target Audience: Pre school- Junior at Senior High School Students

Ang Dulangbuhay: Bantayog ng Lahi ay isang makasining at makabayang pagtatanghal na layuning buhayin at itampok ang yaman ng kulturang Pilipino sa pamamagitan ng dulaan, musika, sining, at aktibong pakikilahok ng mga manonood.

**Itinatampok sa pagtatanghal ang mga sumusunod:**

**Balagtasán** – Pagtatagisan ng talino sa pamamagitan ng tulang patula ukol sa mga usaping makabago at makabayan.

**Putungan** – Tradisyong Pilipino ng pagbibigay-galang at parangal sa isang panauhin o mahal sa buhay.

**Sayaw sa Obando** (Interactive Segment) – Isang ritwal na sayaw ng pasasalamat at panalangin kung saan maanyayahan ang mga estudyante na makilahok.

**Harana** – Pag-awit ng mga tradisyonal na awitin ng panliligaw na nagpapakita ng kagandahan ng panitikang Pilipino.

**Mga Pangyayari sa Buhay nina Gregorio del Pilar at Marcelo H. del Pilar** – Isasadula ang makabayang ambag ng dalawang dakilang anak ng Bulacan.

**Mga Kababaihan ng Himagsikan** – Pagsilip sa papel at ambag ng kababaihan sa panahon ng kolonyalismo at rebolusyon.

**PUNI (Leaf Art Folding Demonstration)** – Isang malikhaing segment kung saan ipinakikilala at itinuro ang sining ng pagtiklop ng dahon, isang pamana ng mga sinaunang Bulakenyo.

**Pagtuturo ng "Alerta Katipunan"** (Interactive Singing) – Aktibong pagtuturo sa mga estudyante ng makabayang awitin ng Katipunan bilang pagtatapos ng programa.

### LAYUNIN NG DULANGBUHAY:

- Hikayatin ang kabataan na yakapin ang kulturang Pilipino
- Iangat ang kamalayan sa kasaysayan sa pamamagitan ng sining
- Itanim ang pagmamalasakit sa bayan sa puso ng kabataan
- Magsilbing platform para sa edukasyon sa pamamagitan ng pagtatanghal

### KATANGIAN NG PROGRAMA:

- Live theatrical performance
- Interaktibong sining at sayaw
- Paglahok ng mga estudyante sa mga segment
- Talkback session pagkatapos ng pagtatanghal

### Rate:

Public School:

PHP 350.00/pax

Private School:

PHP 400.00/pax

Minimum pax of 1,000

