



Republic of the Philippines
Department of Education
Region III
SCHOOLS DIVISION OF PAMPANGA

ADVISORY NO. 065s. 2025

August 7, 2025

In compliance with DepEd Order 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

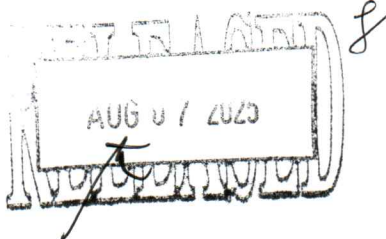
JCA PRIMA TRAVEL AND TOURS

Attached herewith is the letter from Maria Almira Corazon V. Duran, President, JCA PRIMA Travel and Tours offering experiential, cultural, and sustainable tour proposals to public elementary and secondary schools of SDO Pampanga, with their programs carefully designed to align with the DepEd's MATATAG agenda on strengthening Filipino identity, fostering community involvement, and enriching classroom learning through real-world experiences.

Moreover, participation of the activity is purely VOLUNTARY.

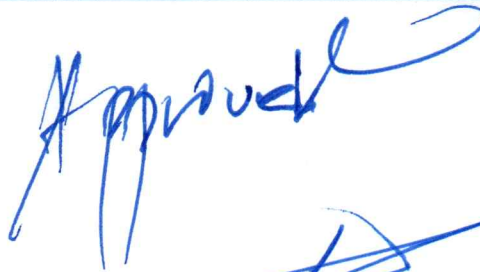
For your information and guidance.

00058584



August 7, 2025

Dr. Romeo M. Alip, PhD CESO V
Schools Division Superintendent
Department of Education
Pampanga Province



Dear Dr. Alip,

ROMEO M. ALIP Ph.D., CESO V
Schools Division Superintendent

Greetings of peace and gratitude!

We are truly honored and deeply grateful to see the name **JCA PRIMA Travel & Tours** featured on your official website, as endorsed by Regional Director Dr. Ronnie S. Mallari of DepEd Region III. This recognition means so much to us, as it affirms our mission to support the Department of Education in promoting meaningful and values-based educational tours for Filipino learners.

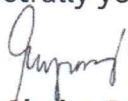
In line with this, we respectfully request your kind approval and endorsement to disseminate our experiential, cultural, and sustainable tour proposals to public elementary and secondary schools within your division. Our programs are carefully designed to align with DepEd's MATATAG agenda—particularly in strengthening Filipino identity, fostering community involvement, and enriching classroom learning through real-world experiences.

We would also be truly grateful if we could be given an opportunity to briefly present (10–15 minutes) our tour offerings during one of your scheduled meetings with school heads or principals. This will give us a chance to share how our activities support the holistic development of learners, while ensuring their safety and engagement through well-curated itineraries.

Attached herewith is our proposal for your kind review. We remain committed to upholding professionalism and educational integrity in every service we provide.

Thank you very much for your time and consideration. We hope to continue partnering with your good office in creating impactful learning journeys for our future leaders.

Respectfully yours,



Maria Almira Corazon V. Duran
President, JCA PRIMA Travel & Tours
09310645233

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

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

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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)

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
Website: <https://region3.deped.gov.ph/>





Dear Sir/Madam:

Mabuhay!

As a proud DOT-accredited travel agency and member of the Tourism Promotions Board, we are eager to submit for your consideration a thoughtfully curated tour package designed specifically for your students, teachers, and parents. Our itineraries are crafted around sustainable, community-based tourism to celebrate Filipino culture, values, and traditions through engaging edutainment experiences.

Our programs align seamlessly with the DepEd MATATAG agenda "Bansang Makabata, Batang Makabansa" launched on January 30, 2023, which aims to foster national pride, core values, and readiness for the challenges of the 21st century.

We are also fully compliant with CHED guidelines for tertiary-level immersion and experiential learning. The primary purpose of our tours is to provide hands-on learning, cultural enrichment, social interaction, and motivational engagement, helping to deepen students' understanding and appreciation of our heritage.

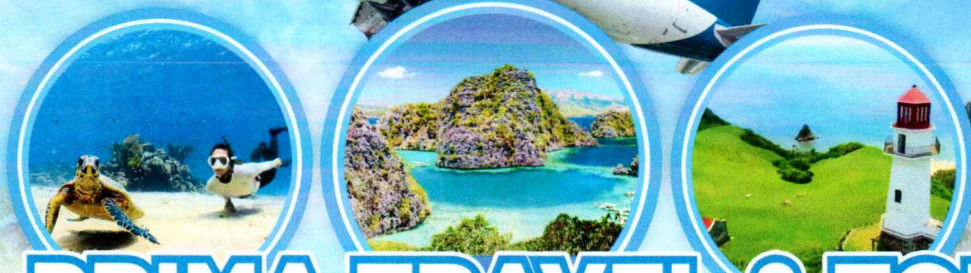
We maintain a strong commitment to the safety and well-being of participants, offering licensed transportation, travel insurance, trained tour guides, and established risk-management protocols. Recognizing diverse needs and preferences, we offer two flexible package options: a Regular package and a Premium package, both inclusive of nutritious meals.

These options allow institutions to choose what best fits their budget and educational objectives. We would be honored to present our full itinerary and customizable features in a formal meeting with your academic or administration team.

Thank you for considering **JCA PRIMA TRAVEL & TOURS** as your partner in delivering transformative and values-driven travel experiences. We look forward to the opportunity to contribute to the holistic growth of your school community.

Respectfully yours,

Maria Almira Corazon V. Duran
Managing Director
JCA PRIMA TRAVEL & TOURS



JCA PRIMA TRAVEL & TOURS

"TRAVELS WITH VALUE AND HEART"

Your One-Stop Travel Hub: Ticketing • Visa Assistance • Package Tours • Educational Field Trip.
Team Building. Hotel Bookings. Benchmarking. Transportation Rental

More Information

BOOK NOW

09310645233/09457707534 | agemiroche23@gmail.com | Purok 3 Poblacion, Panglao



COMPANY PROFILE

#DISCOVER
CALABARZON

Behold...
BOHOL

TPB
PHILIPPINES

Established in 1999, JCA PRIMA TRAVEL AND TOURS is a Department of Tourism-accredited travel agency committed to providing sustainable, cultural, and experiential travel programs for all types of travelers—from students on educational field trips to corporate and leisure guests. With the heart of a mother and the soul of a cultural advocate, founder Maria Almira Corazon Duran built this agency with a clear mission: to bring back the lost traits and values of the Filipino people through meaningful travel experiences.

Rooted in her love for heritage, nature, and community, Maria Almira created her own Filipino Cultural Circuit, which highlights local traditions, reconnects people to their roots, and inspires appreciation for our natural environment. She strongly believes that the closer we are to nature, the closer we are to the Lord.

What "JCA PRIMA" Stands For

- JCA – First letters of Maria Almira's three beloved sons.
- PRI – From her grandfather's name, a man who loved to explore and inspired her travel dreams.
- MA – The initials of the founder, Maria Almira, the heart behind the brand.

Our Core Values

- Cultural Integrity – Every tour promotes genuine Filipino heritage.
- Community Empowerment – Local guides, artists, weavers, and tribes are integral to every journey.
- Sustainability – Eco-conscious travel that cares for the environment and supports local economies.
- Spiritual Grounding – Travel experiences that nourish not just the body and mind, but the soul.

Signature Programs & Advocacy

- JCA PRIMA is known for its customized itineraries that integrate:
- Local cultural experiences (e.g., balagtasan, putungan, Palarong Pinoy, loom weaving, pottery)
- Immersive nature encounters
- Value-laden interactions with local communities
- Whether it's an off-campus educational tour, company incentive trip, or a personal getaway, each tour is designed to revive the Filipino spirit, promote eco-cultural sustainability, and build deeper connections between people and nature.

Achievements & Impact

- Multi-Awarded Travel Agency recognized for innovative cultural and educational circuits.
- Instrumental in supporting the Yangil Tribes and other indigenous communities.
- Actively helps preserve traditional crafts by working with local weavers and artisans nationwide.
- Launched travel programs that educate and empower guests to be cultural and environmental stewards.





MANILA TOUR

PREMIUM TOUR

"Field Trip for the Filipino Soul"

- Bahay Tsinoy
- Malacanang Museum
- Space and Time Cube

"Storytelling Through Art and Artefacts"

- Museo Pambata with storytelling session and Arts & Crafts workshop
- Manila Zoo
- Fort Santiago

"Exploring Creativity and Ecology"

- Playlab (Galleria)
- Art Island Museum
- La Mesa Eco Park

"Exploring Wonders of Science"

- Palm Coast Adventure
- The Manila Ocean Park

"Exploring Nature and Illusion"

- Aviron Zoo
- Art in Island

"A Cultural Time Travel Adventure"

- Lakbay Museo
- Fort Santiago
- Space and Time Cube



Optional Edutainment Tour **Star City Haphow Musical Play** **Repertory Philippines Musical Play**



Rate is calculated from Manila-only pickup points.
For pickups outside Manila, an additional fee applies, determined by the bus company (typically based on extra kilometers or location).

Inclusions

Round trip Airconditioned Toursit Bus
Seat plan
Tour Guide/ Facilitator
Entrance Fees and Permit
Module Sheet

Wrist tag
Nurse on Board
Convoy Ambulatory Van
Two Travel Insurance
Tarpaulin and Bus Number

Puppet show inside the bus

"A Journey Through Sea and Safari"


Package 1

- Zoobic Safari
- Ocean Adventure

Package 2

- Clark Safari
- Ocean Adventure

Package 3

- Clark Safari
 - Clark Museum
 - Ocean Adventure
- 

HIDDEN GEM OF THE SOUTH

ALFONSO CAVITE Circuit



Experiential Package 1 **PHP 2,389.00**

Precioza Botanical Park and Farm
Reptiland Adventure
Bliss Mushroom
Turmeric Shop
Table Baterol Demonstration

Experiential Package 2 **Php 2,439.00/pax**

Bee Farm
Indang Museum
Gingerbread House
Musika at Destinasyon

Experiential Package 3 **Php 2,639.00/pax**

Likha't Lahi
Zen Farming
Musika at Destinasyon

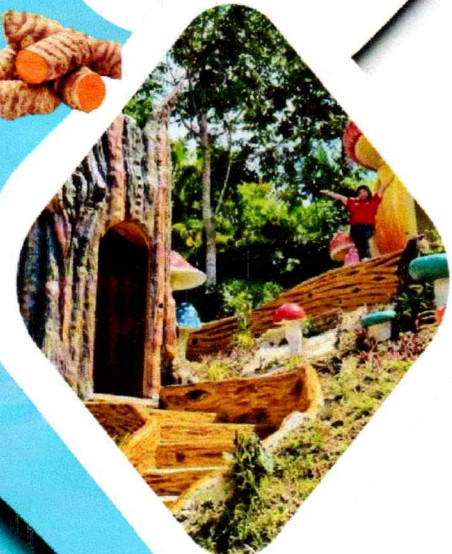
"Dulaang Buhay"
Php 2,950.00/pax with buffet lunch
Verra Farm with Cultural Show
Precioza Botanical Park Resort
Table Baterol Demonstration

"Dulaang Buhay"
Inside The School/ Mobile Cultural Show
Arts & Social Interaction
Php 350.00/pax

INCLUSIONS:

Roundtrip Airconditioned Tourist Bus
Seat Plan
Tour Guide/Facilitator
Entrance Fees and Permit
Module Sheet
Wrist Tag
Nurse on Board
Convoy ambulatory van
Two Travel Insurance
Tarpaulin Bus Number

OPTIONAL :Puppet Show inside the BUS for Kinder-Grade 3



Alfonso Cavite

Likha't Lahi

"Crafted by Heritage, Rooted in Heart"



Likha't Lahi is more than just a destination — it is a living cultural hub where heritage thrives, artistry breathes, and Filipino identity is celebrated with pride and purpose. Nestled in a serene and eco-friendly environment, Likha't Lahi offers an immersive, sustainable, and experiential cultural experience rooted in the timeless traditions of the Filipino people. This unique space invites tourists, guests, students, educators, and tour operators to reconnect with our shared past through hands-on activities that foster appreciation, creativity, and heart.

Core Activities of Likha't Lahi

Loom Weaving (Paghahabi)

Students learn the traditional art of weaving using handlooms, guided by local artisans. This activity introduces them to the patience, creativity, and discipline of indigenous communities while exploring the cultural meaning behind each weave pattern.

Pottery Making (Pagpapalayok)

A hands-on pottery session where students mold clay into traditional Filipino pots. It encourages creativity, motor skills, and an appreciation for our ancestors' resourceful use of local materials.

Pot Painting & Clay Jewelry

Students get to paint their own pots and design unique clay accessories inspired by tribal patterns and native symbols. This activity promotes self-expression while teaching them about ancient art forms and their stories.

Cultural Dance Workshop

A fun and engaging session where students learn basic steps from Filipino folk dances like Tinikling, Sayaw sa Bangko, or Pandanggo sa Ilaw. The workshop promotes coordination, teamwork, and respect for traditional customs.

Putungan Experience

Students witness and participate in the Putungan — a festive, traditional Tagalog welcome ritual involving chanting, singing, and crowning of guests. It instills the values of hospitality, respect for elders, and community celebration.

Palarong Pinoy

Interactive traditional Filipino games such as patintero, luksong tinik, tumbang preso, and sungka. These games foster teamwork, joy, and physical activity while connecting students to the games of their ancestors.

Why Choose Likha't Lahi?

- Experiential & Interactive Learning
- Aligned with DepEd's MATATAG Agenda
- Supports Cultural Education and Values Formation
- Empowers Local Artisans and Communities
- Fosters Filipino Identity and Patriotism

Likha't Lahi is more than just a cultural activity — it is a movement to revive the Filipino soul through every child's hands, heart, and mind.



Experiential & Sustainable

A Cultural, Creative, and Community Based Experience

Musikultura is a unique tandem itinerary designed to ignite creativity, cultural appreciation, and community awareness among students. Set in the heart of Alfonso and Indang Cavite, this immersive program introduces two innovative experiential destinations: Likha't Lahi and Musika at Destinasyon—each promoting sustainability, eco-tourism, Filipino values, and entrepreneurial spirit tailored for K-12 learners and even toddlers.

Destination 1: Likha't Lahi

"Gawa ng Lahi, Galing ng Bayan"

Likha't Lahi is a cultural-creative hub where students will dive into traditional Filipino arts, crafts, and cultural performances in an unforgettable hands-on experience:

- A. Loom Weaving

Discover the fading tradition of loom weaving, as students are introduced to the artistry and cultural heritage of handwoven fabrics—an art many youth today have never encountered.

- B. Pottery & Pot Painting

Engage in the tactile joy of clay molding and artistic expression through pot painting. Students will appreciate the craft and patience behind traditional pottery.

- C. Clay Jewelry Making with Coffee and Turmeric Essence

A sensory, creative workshop where students mold wearable art from clay—infused with the aroma of locally-grown coffee and fresh turmeric. This promotes Alfonso's agri-products and inspires entrepreneurial thinking through artistic expression.

- D. Cultural Dance Showcase and Participation

Witness, enjoy, and move with the vibrant beats of local cultural dancers. Students will not only observe but participate, making the learning joyful and memorable.



Destination 2: Musika at Destinasyon

"Kwento ng Buhay, Awit ng Kalikasan"

Musika at Destinasyon is a tranquil, creativity-rich haven nestled in nature, designed to reconnect students and their families with Filipino music, storytelling, and environmental appreciation.

In this reflective yet fun-filled journey, students and their parents will co-create their own original song—starting with a simple story, memory, or life experience, which will be developed into a heartfelt melody with the guidance of a local Filipino musician. It is a beautiful fusion of storytelling, rhythm, and personal connection.

Key Experiences:

- 🗣️ Storytelling & Creative Writing – Begin with writing a short narrative that captures a family story, a childhood moment, or a life lesson.
- 🎵 Song Creation with a Musician – Transform that story into lyrics and set it to a melody with the help of an experienced music artist.
- 🌿 Mindfulness in Nature – Breathe in the calmness of the outdoors as families reflect, write, and sing in a serene natural setting.
- 🪁 Kite Flying Culture Revived – Rekindle the joy and Filipino tradition of kite flying, encouraging families to play and soar together.
- 🎧 Visit to the OPM Museum – Explore the rich history of Original Pilipino Music (OPM) by visiting the on-site OPM Museum. Discover iconic singers, composers, and the evolution of Filipino music through interactive exhibits.

INCLUSIONS:

ROUND TRIP AIRCONDITIONED TOURSIT BUS ACCREDITED BY DOT/TOURIST GUIDE/ENTRANCES/ACTIVITIES AND KIT/TRAVEL INSURANCE/CONVOY AMBULATORY VAN/LUNCH/CULTURAL DANCE INTERACTION/WRIST TAG/INTERACTIVE WORKSHEET

"During the Off Campus you may have the option to include a team building activity"

INSTITUTIONAL PARTNERS

AGENCIES



ORGANIZATIONS



BRANDS



MEDIA



LOCATION MAP



MAISON
at CONRAD MANILA
MALL OF ASIA COMPLEX



MALL OF ASIA

Experience • Preserve • Educate
The Philippine Heritage





LAKBAY MUSEO

LAKBAY MUSEO by The Millennial Concept Factory Inc is the convergence of PHILIPPINE ATTRACTIONS, REGIONAL LIVELIHOOD, CULINARY EXPERIENCE, AND PHILIPPINES' COLORFUL FESTIVALS WITH A TWIST

Targeted to be the First Interactive Philippine Millennial Museum, Lakbay Museo is a new concept that deals with Filipino identity, culture, traditions and history, Philippine attractions, original Filipino cuisine, arts and music, different festive celebrations, and appreciating and experiencing Filipino livelihood.

Boasting of a village that will take you to all the regions of the Philippines, Lakbay Museo will let you have a glimpse of each region through some of its well-known festival dances and costumes displayed in over 120 prosthetic Filipino dressed mannequins, learn over 400 dishes from 13 regional cuisine display and have an IG worthy photo without leaving Manila through its interactive 11 landmark destinations.

Each of your senses will surely be satisfied by Lakbay Museo's collection of Philippine staples. Play with more than 20 variations of rice grains, relish the aroma of different Philippine coffee roasts, taste the Pinoy favorite dips, and delight in the assortment of the colorful fabrics from each region.

The corners of the village will leave you proud with a feeling of appreciation for what the Philippines offers.



TRACE YOUR ROOTS WITH OUR RICE COLLECTION

A Pinoy meal always starts with rice. A culture that have been passed on from our ancestors. Each variety is brought to you from the mountains to the lowlands of the Philippines.



HAVE A TASTE OF OUR CLASSIC VINEGAR

A Filipino kitchen is never complete without a bottle of vinegar or "suka" in Tagalog. Each province has a variety of its own and gathering this spread is more sour than it is.



DRESS UP IN OUR TRADITIONAL CLOTHES

Filipino clothing has evolved from the influence of the different countries that has once conquered us and the availability of the natural resources.



CELEBRATE FESTIVAL OF FESTIVAL

A trip to the Philippines will not be complete without dancing along with its colorful festivals. Dance along with different dances as you journey around Lakbay Museo.



EXPLORE LOCAL ATTRACTIONS

The 7,107 islands of the Philippines is complete with beautiful attractions. Whether it's a natural wonder or historically built by people, the archipelago is sure to amaze you with attractions.



FEAST ON PHILIPPINE DRIED FISH

The Philippines is also known as the Pearl of the Orient Sea. Having this title, there is an abundance of varieties of fish where Filipinos' primary livelihood falls.



SMELL AND SIP VARIOUS PHILIPPINE COFFEE

Serving coffee is one of the trademarks of the Filipino Hospitality. Our array of these aromatic beans were carefully selected and preserved, to bring the touch of Filipino to your cups.



EXPLICITLY DELICIOUS BAGOONG

Bagoong is a popular condiment in the Philippines made from fermented fish, shrimp, or shellfish. As silly as it sounds, we traced each different stink of these "bagoongs" so you too can have a sniff.



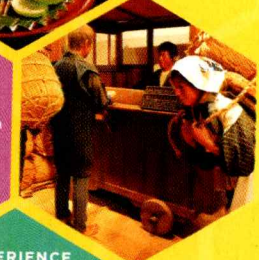
SAVOR DELECTABLE FILIPINO CUISINES

It has been said that you never truly experienced the Philippines if you have not tasted its sumptuous delicacies.



TAKE PRIDE ON OUR LOCAL PRODUCT

From dried mangoes, to hand crafted souvenirs, we have collected home-grown brands that give tribute to our Filipino heritage that makes one proud to be Pinoy.



IMBIBE OUR LIFESTYLE AND LIVELIHOOD

Our roots vary from region to region and each livelihood defines the resources available in each province.



EXPERIENCE THE PAST THROUGH FABRIC

The Philippines has tons of traditions when it comes to weaving fabrics. It is not just for a means of living but it is also the community's expression of their culture and identity.

