



Republic of the Philippines  
PROVINCE OF SORSOGON  
MUNICIPALITY OF GUBAT

## Office of the Sangguniang Bayan

EXCERPTS FROM THE MINUTES OF THE 41<sup>st</sup> REGULAR SESSION OF THE SANGGUNIANG BAYAN OF GUBAT, SORSOGON HELD ON MONDAY, NOVEMBER 27, 2017 AT THE SANGGUNIANG BAYAN SESSION HALL.

PRESENT:

HON. SIXTO F. ESTAREJA	- Municipal Vice Mayor/P.O.
HON. CESAR D. ESPERIDA, JR.	- Member, Sanggunian Bayan
HON. DANILO E. ENAJE	- Member, Sanggunian Bayan
HON. KENNETH D. ESCANDOR	- Member, Sanggunian Bayan
HON. ANTHONY C. CALLOS	- Member, Sanggunian Bayan
HON. AIZA E. ENCINARES	- Member, Sanggunian Bayan
HON. RAMON E. ENTICO	- Member, Sanggunian Bayan

ON LEAVE:

HON. JOHN PAUL E. ERLANO	- Member, Sanggunian Bayan
HON. VALENTIN A. PURA IV	- Member, Sanggunian Bayan

ABSENT:

HON. NELSON E. QUINONES	- Liga ng mga Barangay President
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### MUNICIPAL ORDINANCE NO. 2017 - 012

*Hon. Ramon E. Entico, Author*  
*Unanimously Seconded*

AN ORDINANCE CREATING THE MUNICIPAL TOURISM AND CULTURAL AFFAIRS OFFICE OF THE LOCAL GOVERNMENT UNIT OF GUBAT, SORSOGON, DEFINING ITS POWERS AND FUNCTIONS, APPROPRIATING FUNDS THEREOF AND FOR OTHER PURPOSES.

SECTION 1. TITLE. This ordinance shall be known as the "Creation of the Municipal Tourism Office in the Local Government Unit of Gubat, Sorsogon".

SECTION 2. RATIONALE AND PURPOSE. The Municipality of Gubat adheres to the provisions on the shared responsibilities of national and local governments mandated under Republic Act No. 9593, otherwise known as the Tourism Act of 2009, particularly on the role of local government units in integrating the local tourism development and plans with the national tourism plan in identifying strategies to ensure the implementation of such tourism plans and programs. Towards this end, the Local government Unit finds the need to create Municipal Tourism Office as a department considering the increasing and local spread of tourism programs and projects, to include

culture and arts preservation and promotion activities in the Municipality of Gubat leading to socio-economic and sustainable development.

The Municipality of Gubat shall likewise seek the institutionalization of the following local tourism agenda:

- 2.1. Include the tourism and culture agenda in the Local Development Plan;
- 2.2. Formulate tourism friendly policies, standards and incentives;
- 2.3. Strengthened and regulate the Municipal Tourism Council and the Municipal Council for the Culture and Arts;
- 2.4. Initiate infrastructure development to support tourism in coordination with the Office Engineering Office;
- 2.5. Maintenance of peace and order and safety of the local and foreign tourists in coordination with the Municipal Peace and Order Council;
- 2.6. Implement the development and promotion of local products and eco-tourism site; and
- 2.7. Preserve the historical sites and cultural heritage.

SECTION 3. OBJECTIVES. Pursuant to the above declaration, the creation of the tourism office shall geared towards the adoption of the following objectives:

- 3.1. To develop tourism as a major and sustainable socio-economic activity in the municipality;
- 3.2. To generate community awareness and support on tourism and develop the culture of tourism among Gubatnons;
- 3.3. To maximize Gubatnons heritage and the development of its arts and culture as a foundation of tourism in the municipality;
- 3.4. To promote cultural heritage growth and preservation;
- 3.5. To encourage government agencies, NGOs, PO's and private sector to develop sites, products and activities related to tourism;
- 3.6. To improve the capabilities and capacities of various tourism stakeholders and cultural workers;
- 3.7. To generate sustainable economic benefits thru sustainable and responsible eco- tourism;
- 3.8. To establish linkages and partnerships with the Department of Tourism and other agencies, and private sector;
- 3.9. To preserve eco-tourism site and cultural values of local products, activities and infrastructure.

SECTION 4. DEFINITION OF TERMS. The following terms, as used in this Ordinance, are defined as follows:

- (a) "Municipality" refers to the Municipality of Gubat and the Municipal Government of Gubat.



(b) "Office" or "Tourism Office" - refers to the created Municipal Tourism Office created by virtue of this Ordinance.

(c) "Tourism and Cultural Agenda" refers to the policy and approach through which the municipal government and the various tourism stakeholders and the cultural communities defined a sustainable development strategy that focuses on economic, social and environmental sustainability.

(d) "Eco-Tourism" refers to environmentally sound and community-participatory tourism activities in a given natural environment that yields socio-economic benefits to the concerned community.

(e) "Cultural Heritage" refers to the totality of cultural property preserved and developed through time and passed on to posterity.

(f) "Historical Sites" refers to any official location, recognized by the National Historical Commission of the Philippines or any responsible Philippine government entity, where pieces of political, military or social history have been preserved and protected.

(g) "Tourism Industry" refers to a group of businesses that provide services and facilities for tourist consumption.

(h) "Integrated marketing" refers to the strategy of combining different promotional vehicles (i.e. print/broadcast advertising, public relations, direct marketing, etc.) to ensure that the marketing message is consistently received by the greatest possible number of people in the target market.

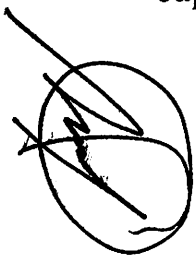
(i) "Networking" refers to the cultivation of a productive exchange of information and services and support of projects among individuals, associations or institutions, business group and local government units.

(j) "Linkages" refer to the network of intersectoral supply relationships between the tourism economy and the rest of the productive sectors of the local economy.

(k) "Tourism Enterprises" refers to facilities, services and attractions involved in tourism, such as, but not limited to travel and tour services; tourist transport services, whether for land, sea or air transportation; tour guides; adventures sports services involving such sports as mountaineering, spelunking, scuba diving, surfing and other sports activities of significant tourism potential; convention organizers; accommodation establishments, including but not limited to hotels, resorts, apartelles, tourist inns, motels, pension houses, and home stay operators; tourism estate management services, restaurants, shops and department stores, sports and recreational centers, spas, museums and galleries, theme parks, convention centers and zoos.

(k) "Sustainable Tourism Development" refers to the management of all resources that meets the needs of tourists and the host region while protecting opportunities for the future, in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support system.

(l) "DOT" refers to the Department of Tourism.



(m) "Local Tourism Development Plan" refers to the output the LGUs task in conducting tourism development planning, which is a series of system goals and overall arrangements, based on local tourism, history, current situation and market factors; this plan shall integrate zoning, land use, infrastructure development, the national system of standards for tourism enterprises, heritage and environmental protection imperatives in a manner that encourages sustainable tourism development; this plan shall also prepare and implement the enforcement of standards and the collection of statistical data for tourism purposes.

(n) "Tourism Standards" refer to the internationally competitive standards required for tourism facilities and services.

(o) "Stakeholders" refer to tourism stakeholders which includes any individual or groups involved, interested in, or affected by tourism. Tourism stakeholders include tourism professionals, public authorities, media and the local community.

SECTION 5. CREATION OF THE MUNICIPAL TOURISM OFFICE. There is hereby created a tourism office constituting as one of the departments of the Local Government Unit of Gubat, Sorsogon. The Tourism Officer shall take charge of the office.

SECTION 6. MANDATE. The Office of the Municipal Tourism shall be responsible on matters pertaining to planning and implementation of plans, programs and tourism activities, and various cultural affairs of the Municipality in accordance with R.A. No. 9593. It shall instill in the Gubatnon's pride of place and heritage, and the tourism industry's fundamental importance in the generation of investment, foreign exchange and employment.

SECTION 7. POWERS AND FUNCTIONS. The Office shall have the following powers and functions:

7.1. In close collaboration with the Municipal Tourism Council, initiate the formulation, conceptualization of policies and implementation of plans, programs and projects on tourism and product development and promotions;

7.2. Act as liaison between the local government and the Municipal Tourism Council on matters pertaining to plan as well as in the implementation of plans, programs and other tourism activities;

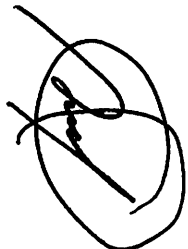
7.3. Prepare annual budget for tourism projects, programs and activities and to include budget preparation for promotional activities and festival;

7.4. Initiate the formulation of tourism marketing strategies and promotion program of the Municipality that will enhance tourist sites, facilities and services, and create investment opportunities;

7.5. Maintain an information system that is linked up with the Provincial Tourism Office, Department of Tourism and other attached agencies;

7.6. Monitor standards and accreditation of tourism-related establishments and services;

7.7. Institutionalization of community participation;



7.8. Study feasibility of granting incentives to potential investors in the tourism sector so as to create a positive business climate for the Municipality;

7.9. Support the initiatives of the Municipal Tourism Council especially in such areas as the identification of fund sources to finance its activities, the provision of venues for the council's meetings and extension of other types of assistance that will enable the Municipal Tourism Council to evolve into a more effective body;

7.10. Coordinate and support initiatives of the Municipal Council for the Culture and the Arts on matters pertaining to the policies, projects, programs and activities adopted by council in the development and promotion of culture and the arts, and preservation of cultural heritage and property as a foundation of tourism in the municipality; and

7.11. Implement the Tourism Master Plan of the Municipality in an effective and efficient way.

**SECTION 8. STAFFING PATTERN AND CREATION OF POSITION.** The staffing pattern of the Tourism Office shall be subject to the review and approval of the Sangguniang Bayan, likewise the creation of positions in the same office shall be through an Ordinance compliant to the Qualifications Standards (QS) set by the Civil Service Commission (CSC) and R.A 9593, otherwise known as Tourism Act of 2009.

**SECTION 9. FUNDING.** The budgetary requirements upon the effectivity of this Ordinance shall be included in the Annual Budget beginning CY-2018.

**SECTION 10. NATIONAL-LOCAL ROLES AND TOURISM SHARED GOVERNANCE.** Tourism development is both a responsibility of national and local governments as provided under R.A. 9593, which features the national-local roles and tourism shared governance, summarized as follows:

*(a) Tourism Development Planning.*

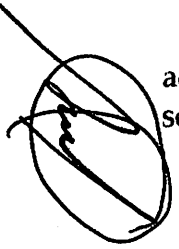
**Shared Governance** - LGUs to insure the preparation and implementation of a tourism development plan, the enforcement of standards and the collection of statistical data for tourism purposes, the development plans shall integrate zoning, land use, infrastructure development, the national system of standards for tourism enterprises, heritage and environmental protection imperatives that encourage sustainable tourism development.

**Local Government** - Formulate tourism plans and programs; and investment support services, including access to credit financing.

*(b) Tourism Standards.*

**Shared Governance** - the DOT shall develop and support training programs to enhance the capability of LGUs to monitor and administer tourism activities, and enforce tourism laws, rules and regulations in their respective jurisdictions. Funding of such programs shall be shared equitably between the Department and the LGUs concerned.

**Local Government** - Tourism facilities and other tourist attractions, including acquisition of equipment, regulation and supervision of business concessions and security services for such facilities shall be a primary concern of the LGUs.




SECTION 11. REPEALING CLAUSE. All Ordinances and administrative circulars/memoranda and executive orders or parts hereof which shall be found to be inconsistent with provisions of this Ordinance shall hereby be repealed and amended accordingly.

SECTION 12. SEPARABILITY CLAUSE. If any part of this Ordinance shall be held unconstitutional or invalid, other parts or provisions hereof shall not be affected and shall continue to be in full force and effect.

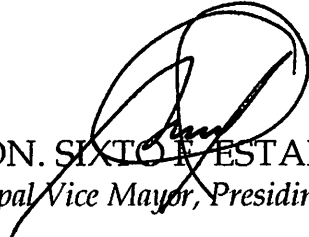
SECTION 13. EFFECTIVITY. This Ordinance shall take effect upon approval and after its publication in a local newspaper of the province.

APPROVED.

I HEREBY CERTIFY TO THE  
CORRECTNESS OF THE FOREGOING:

  
JOEY P. ENAJE  
Secretary to the Sangguniang Bayan

Attested by:

  
HON. SIXTO ESTAREJA  
Municipal Vice Mayor, Presiding Officer

Approved By:

  
HON. SHARON ROSE G. ESCOTO  
Municipal Mayor