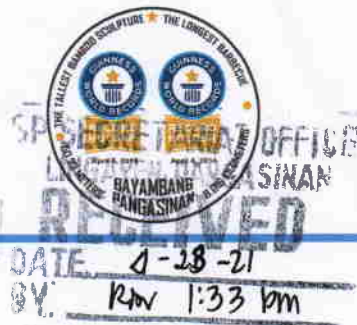




Republic of the Philippines
PROVINCE OF PANGASINAN
MUNICIPALITY OF BAYAMBANG
OFFICE OF THE SANGGUNIANG BAYAN

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MUNICIPAL ORDINANCE NO. 08
SERIES OF 2021

AN ORDINANCE CREATING THE BAYAMBANG TOURISM, INFORMATION AND CULTURAL AFFAIRS OFFICE, DEFINING ITS POWERS AND FUNCTIONS, AND APPROPRIATING FUNDS THEREOF, AND FOR OTHER PURPOSES;

EXPLANATORY NOTE:

WHEREAS, the Tourism Operations Division, a division under the Office of the Municipal Mayor, was established in the municipal government of Bayambang to responsibly implement the tourism development and promotional programs of the Municipality of Bayambang;

WHEREAS, Republic Act No. 9593, otherwise known as the Tourism Act of 2009, declares a national policy for tourism as an engine of investment, employment, growth and national development, and strengthens the Department of Tourism and its attached agencies to effectively and efficiently implement that policy, and appropriate funds therefor;

WHEREAS, said Act stipulated 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;

WHEREAS, the Sangguniang Bayan finds the need to create a Municipal Tourism, Information and Cultural Affairs Office in Bayambang as a department, considering the increasing spread of tourism programs and projects, to include culture and arts preservation and promotion of activities in the Municipality of Bayambang leading to socio-economic and sustainable development;

NOW, THEREFORE, on motion of **SBM Joseph Vincent E. Ramos** duly seconded;

BE IT ENACTED, by the Sangguniang Bayan of Bayambang in session assembled that:

SECTION 1. Short Title. – This Ordinance shall be known as “**AN ORDINANCE CREATING THE MUNICIPAL TOURISM, INFORMATION AND CULTURAL AFFAIRS OFFICE**”.

SECTION 2. Declaration of Policy. – The Municipality declares tourism as a product- and service-oriented industry that would bring widespread benefits and impacts to social growth and cultural affirmation by generating investment and employment, boosting economic development, and continuing to mold an enhanced sense of pride for all Bayambanguenos, in particular, and all Filipinos, in general. This calls for the creation of a tourism department that is no longer under the Office of the Mayor.

Towards the end, the Municipality shall seek to:

- a. Include the Tourism and Culture Agenda in the Local Development Plan;
- b. Formulate tourism-friendly policies, standards and incentives;
- c. Strengthen the Local Tourism Council and the Local Culture and Arts Council;
- d. Implement infrastructure projects to support tourism;
- e. Maintain peace and order and public safety;
- f. Implement the development of local products and eco-tourism; and
- g. Preserve historical sites and cultural heritage.



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SECTION 3. Objectives. – Pursuant to the above declaration, the Municipality shall adopt the following objectives:

- a. To develop tourism as a major and sustainable socio-economic activity in the Municipality;
- b. To generate community awareness and support on tourism and develop the culture of tourism among Bayambanguenos;
- c. To maximize the heritage and the development of the arts and culture of Bayambang as a foundation of tourism in the Municipality;
- d. To promote cultural heritage growth and preservation;
- e. To encourage barangays and the private sector to develop sites, products and activities related to tourism;
- f. To improve the capabilities and capacities of various tourism stakeholders and cultural workers;
- g. To ensure sustainable influx of tourists in the Municipality; and
- h. To establish linkages and partnerships with other agencies and the private sector.

SECTION 4. Definition of Terms. – The following terms, as used in this Ordinance, are defined as follows:

- (a) “Municipality” refers to the Municipality of Bayambang and the Municipal Government of Bayambang.
- (b) “Office” or “Tourism Office” refers to the created Municipal Tourism, Information and Cultural Affairs Office, a Department in the Municipal Government of Bayambang.
- (c) “Tourism Officer” refers to the Municipal Government Department Head of the Municipal Tourism, Information and Cultural Affairs Office.
- (d) “Tourism and Cultural Agenda” refers to the policy and approach through which the Municipal Government and the various tourism stakeholders and the cultural communities define a sustainable development strategy that focuses on economic, social and environmental sustainability.
- (e) “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.
- (f) “MOOE” refers to Maintenance and Other Operating Expenses of the Office.
- (g) “Cultural heritage” refers to the totality of cultural property preserved and developed through time and passed on to posterity.
- (h) “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.
- (i) “Tourism industry” refers to a group of businesses that provide services and facilities for tourist consumption.
- (j) “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.
- (k) “Networking” refers to the cultivation of a productive exchange of information and services and support of projects among individuals, associations or institutions, business groups, and local government units.



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(l) "Linkages" refers to the network of inter-sectoral supply relationships between the tourism economy and the rest of the productive sectors of the local economy.

(m) "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; adventure sports services involving such sports as mountaineering, spelunking, scuba diving, 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.

(n) "Sustainable Tourism Development" refers to the management of all resources that meet the needs of tourists and the host region while protecting the 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 systems.

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

(p) "Local Tourism Development Plan" refers to the output of the LGU's 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.

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

(r) "Stakeholders" refers to tourism stakeholders which includes any individual or groups involved in, interested in, or affected by tourism, including, but not limited to tourism professionals, public authorities, media and the local community.

SECTION 5. Creation of the Municipal Tourism, Information and Cultural Affairs Office. –

The Municipal Tourism, Information and Cultural Affairs Office, as a Municipal Department, is hereby created and organized. The Tourism Officer shall take charge of the Office.

The Municipal Mayor shall appoint the Tourism Officer with the rank of Municipal Government Department Head, Grade 24, pursuant to Section 465 (b) (1) (v) of R.A. No. 7160 otherwise known as the Local Government Code of 1991; provided that he is a citizen of the Philippines, a bonafide resident of Bayambang, of good moral character, a holder of a Bachelor's Degree preferably in Tourism, Urban Planning, Development Studies, Economics, Public Administration, or any related course from a recognized college or university, and a first grade civil service eligible or its equivalent. He must have acquired experience in the tourism industry for at least five (5) years, and must undergo the training programs and pass the competency exams undertaken by the DOT.

SECTION 6. Mandate. – The Office shall be the primary planning, programming, coordinating, implementing and regulatory municipal office in the development and promotion of the tourism industry and the various cultural affairs concerns in the Municipality in accordance with R.A. No. 9593. It shall instill unto Bayambanguenos pride of place and heritage, and the tourism industry's fundamental importance in the generation of investment, foreign exchange, and employment.



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SECTION 7. Powers and Functions. – The Office shall have the following powers and functions:

- (a) Formulation of policies, conceptualization and implementation of plans, programs, and projects on tourism, and development and promotion of products;
- (b) Supervision of various cultural affairs that promote cultural heritage growth of the Municipality;
- (c) Coordination with the barangays, along with provincial, regional, and national government agencies, for the integration of the municipal tourism and cultural agenda thru development plans;
- (d) Conceptualization and development of new products, tourism projects, and investment opportunities that will enhance tourist sites, facilities and services;
- (e) Supervision of municipal government tourism-related facilities;
- (f) Monitoring of standards and accreditation of tourism-related establishments and services;
- (f) Formulation and implementation of an integrated tourism marketing and promotions campaign;
- (g) Institutionalization of community participation; and
- (h) Networking and linkages.

SECTION 8. Structure of the Department. – The Office shall have three (3) main divisions, namely Public Information Division, Tourism Site and Infrastructure Division, and Cultural Affairs and Events Division.

SECTION 9. Organizational Structure and Powers and Functions of the Divisions. –

1) PUBLIC INFORMATION DIVISION – This division shall provide the public and media with accurate information about the municipality's activities, roles and mandates. It establishes channels of communications with the public.

(a) Public Information Section – This section is tasked to provide relevant, adequate, and timely information to the local government unit and its residents, under the Local Government Code of 1991. The section shall furnish information and data, and be at the frontline in providing information and data as it relates to the total socioeconomic development of the municipality.

(b) Tourism Marketing and Promotions Section – This section shall prepare and implement the integrated marketing and promotions plans through information dissemination campaigns, public relations, social media, special events and related tourism programs; be responsible in developing the standards of service of Bayambang tourism industry players; promote, monitor and evaluate the accreditation program for tourism enterprises; and formulate and implement a manpower development program and an integrated marketing and promotions campaign.



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2) **TOURISM SITE AND INFRASTRUCTURE DIVISION** – This division shall designate, regulate and supervise, as well as develop, manage and supervise tourism infrastructure projects in the municipality. It shall supervise and regulate the cultural, economic and environmentally sustainable development of tourism infrastructures toward the primary objective of encouraging investments therein.

(a) **Technical Support Services Section (Planning, Tourism and Product Development, and Coordination Section)** – This section shall provide support services in the areas of policy formulation and evaluation; formulate, update and monitor the Tourism Master Plan; spearhead tourism and product development, research and statistics, and local incentive program; coordinate with intra-government, the local community, and the industry, and; supervise and monitor tourism-related facilities operated by the municipal government.

(b) **Tourism Services and Manpower Development Section** – This section shall take charge of the development and implementation of projects that enhance tourist sites, facilities and services through standards and accreditation campaigns, trainings and manpower development programs, and institutionalization of community participation and private sector cooperation in tourism projects.

3) **CULTURAL AFFAIRS AND EVENTS DIVISION** – This division shall be responsible in consolidating the various plans and programs that promote cultural heritage, growth and preservation, developing cultural dissemination campaigns, conducting research, organizing special events and implementing special projects that promote Bayambang heritage; and provides technical assistance to artists, cultural workers, and organizations. It shall be manned by two (2) sections:

(a) **Cultural Dissemination Section** – This section takes charge of research and documentation activities on Bayambang heritage; provides technical assistance to artists, cultural workers, and various cultural and historical organizations; and implements cultural education and communication campaigns.

(b) **Special Events Section** – This section takes charge of the development and implementation of special events and activities that promote Bayambang heritage, growth and preservation.

SECTION 10. Staffing Pattern of the Office. – The Staffing Pattern of the Office, which shall be included in the Annual Budget for Calendar Year 2022, shall be in accordance with Section 9 of this Ordinance.

SECTION 11. Funding. – The budgetary requirements upon the effectivity of this Ordinance shall be included in the annual budget beginning on CY-2022.

SECTION 12. National-Local Roles and Tourism Shared Governance. – Tourism development is a responsibility of both the national and local governments as provided for under R.A. No. 9593, which features the national-local roles and tourism shared governance, summarized as follows:

(a) Tourism Development Planning.

Shared Governance – Barangays shall insure the preparation and implementation of a tourism development plan, the enforcement of standards and collection of statistical data for tourism purposes, the development of plans wherein zoning, land use, and infrastructure are integrated, and the compliance to national system of standards for tourism enterprises, heritage and environmental protection imperatives that encourage sustainable tourism development.



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Local Government – the local government shall 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 the LGU 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 LGU/ Barangay concerned.

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

SECTION 13. Transitory Provisions. – The transfer of powers and functions from a Division under the Office of the Municipal Mayor to a newly-created Municipal Department shall include all applicable funds, personnel, records, property and equipment, as may be necessary.

There shall be no mandatory separation of any employees as a result of the creation of the Tourism Office. All officers and rank and file employees currently serving in the Tourism Operations Division under the Office of the Municipal Mayor shall continue to serve until replaced, transferred, promoted or changed in position title.

SECTION 14. Repealing Clause. – All ordinances, administrative circulars, 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 15. 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.

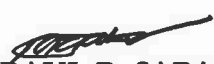
SECTION 16. Effectivity. This Ordinance shall take effect upon its approval.

ENACTED this 12th day of April 2021.

Certified to be duly adopted and approved:

JOEL V. CAMACHO
 Secretary to the Sanggunian

ATTESTED:


HON. RAUL R. SABANGAN
 Municipal Vice Mayor &
 Presiding Officer



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 POWERS AND FUNCTIONS, AND
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 PURPOSES;

WE CONCUR:
SANGGUNIANG BAYAN MEMBERS

HON. MYLVIN T. JUNIO

HON. PHILIP R. DUMALANTA

HON. JOSEPH VINCENT E. RAMOS

HON. BENJAMIN FRANCISCO S. DE VERA

HON. GERARDO DC. FLORES

HON. MARTIN E. TERRADO II

HON. AMORY M. JUNIO

HON. LEVINSON NESSUS M. UY

HON. RODELITO F. BAUTISTA
 Pangulo, Liga ng mga Barangay

HON. GABRIEL TRISTAN F. FERNANDEZ
 President, SK Federation

APPROVED:

HON. CEZAR T. QUIAMBAO
 Municipal Mayor

