

# Republic of the Philippines Province of Quezon MUNICIPALITY OF POLILLO -00O00-

#### OFFICE OF THE SANGGUNIANG BAYAN

# EXCERPTS FROM THE MINUTES OF THE 49<sup>TH</sup> REGULAR SESSION OF THE SANGGUNIANG BAYAN OF POLILLO, QUEZON HELD AT THE SESSION HALL OF THE MUNICIPAL BUILDING OF POLILLO, QUEZON ON JULY 10, 2017 AT 9:00 A.M.

#### PRESENT:

Honorable Loel F. Santoalla,

Honorable Rufino Rene Q. Marquita, Honorable Rudy S. Pumarada, Honorable Albert R. Agunias, Honorable Efren C. Atendido, Honorable Joel V. Asis, Honorable Hubert Bismarck A. Espiritu, Honorable Bella A. Correces, Honorable Edwin P. Susa, Municipal Vice Mayor &
Presiding Officer,
Municipal Councilor,
President-PPLB/Ex-Officio.

#### **ABSENT:**

Honorable Walter P. Calleja,

Municipal Councilor, (O.B.).

#### **RESOLUTION NO. 153-2017**

A RESOLUTION ENACTING AN ORDINANCE OF THE MUNICIPAL TOURISM CODE OF POLILLO, QUEZON WHICH INCLUDES THE CREATION OF MUNICIPAL TOURISM COUNCIL AND OTHER TOURISM PLANS AND STRATEGIES AND APPROPRIATING FUNDS THEREFORE

**WHEREAS,** I.R.R. of R.A 9593 otherwise known as The National Tourism Act of 2009 stated in the objectives:

- (i) Develop responsible tourism as a strategy for environmentally sound and community participatory tourism programs, enlisting the participation of local communities, including indigenous peoples, in conserving bio-physical and cultural diversity, promoting environmental understanding and education, providing assistance in the determination of ecotourism sites and ensuring full enjoyment of the benefits of tourism by the concerned communities, and;
- (ii) Enhance capability building of local government units (LGUs), in partnership with the private sector, in the management of local tourism projects and initiatives, thereby ensuring accessible and affordable destinations throughout the country, especially in areas which have shown strong comparative advantage;

**WHEREAS,** as the core of government in the municipality, the LGU formulated the effective ways to develop and boost the potentials of Polillo, Quezon in the tourism zone;

WHEREAS, creation of Municipal Tourism Council aspect;

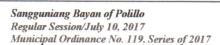
ENGR. CRISTINA E. BO Municipal Mayor

> LOEL F. SANTOALLA Municipal Vice Mayor & Presiding Officer









WHEREAS, appropriating funds is a vital tool to implement tourism projects that could attract investors and produce job opportunities for Polillians;

**NOW THEREFORE**, on motion from the Committee on Tourism though its Chairman, Municipal Councilor Hubert Bismarck A. Espirituismarck A. Espiritu, as referred and duly reviewed in the Committee on Rules and Privileges/Ordinances & Legal Matters through its Chairman, Municipal Councilor Albert R. Agunias, be it:

**RESOLVED,** as it is hereby resolved, to Enact an Ordinance of the Municipal Tourism Code of Polillo, Quezon which includes the Creation of Municipal Tourism Council and other Tourism Plans and Strategies and appropriating funds therefore;

#### **MUNICIPAL ORDINANCE NO. 119, SERIES OF 2017**

AN ORDINANCE ENACTING THE MUNICIPAL TOURISM CODE OF POLILLO, QUEZON WHICH INCLUDES THE CREATION OF MUNICIPAL TOURISM COUNCIL AND OTHER TOURISM PLANS AND STRATEGIES AND APPROPRIATING FUNDS THEREFORE

Be it ordained by this Honorable Sangguniang Bayan in its regular session assembled that:

#### PART I GENERAL PROVISIONS

## ARTICLE I. TITLE, DECLARATON OF POLICY, OBJECTIVES AND CONSTRUCTION

Section 1. Title. This Ordinance shall be known as the "Tourism Code of the Municipality of Polillo".

Section 2. Declaration of Policy. Consistent with the Tourism Act of 2009 that declares tourism as a national policy to promote tourism as an indispensable element of the national economy and industry of national interest and importance, which must be harnessed as an engine of socio-economic growth and cultural affirmation, the municipality declares sustainable tourism as an essential means to spur investment, employment and growth towards sustainable development and to inculcate and enhance the sense of heritage and pride for all Polillians.

Towards this end, the Municipality shall seek to:

- Recognize sustainable tourism development as a measure to improve the quality of life of the Polillians through the developments, promotion and marketing of competitive tourism destinations and products;
- b. Promote and develop the tourism industry that is ecologically sustainable, responsible, participative, culturally sensitive and ethnically and socially equitable for local communities;
- c. Encourage private sector participations and collaboration and linkage with various institutions;
- d. Create and secure safe environment for tourists and communities.





Section 3. Objectives. Pursuant to the above declarations, the Municipality shall adopt the following objectives:

- a. Promote Agri Eco Cultural Tourism program.
- b. Give preferential treatment to the investment and employment of Polillians in tourism-related enterprises in the province;
- c. Develop responsible tourism as a strategy for environmentally sound and community participatory tourism programs;
- d. Develop and implement integrated community-based sustainable tourism development;
- e. Create and strengthen the role of the Tourism Council and encourage the participation of the private sector in initiating and maintaining programs for tourism development;
- f. Maintain standard of excellence in tourism facilities and services based on acceptable national and international standards to facilitate the promotion of the municipality as a safe and wholesome tourist destination;
- g. Ensure a sustainable funding mechanism for the implementation of tourism policies, plans, programs, projects and activities, including the grant of government assistance and incentives to private participants and local communities;
- h. Encourage the public and private sectors in the establishments and improvement of tourism facilities and support infrastructures;
- i. Promote community involvement in tourism-relative services to ensure that tourism revenue will stay in the host locality to be used for livelihood and generation of profitable sources of income; and
- j. Promote one community-based tourism product to showcase the ingenuity and entrepreneurship of Polillians that provide alternative livelihood and employment to host residents of the locality

**Section 4. Construction.** The provision of this ordinance shall be liberally construed in order to promote its objectives.

**Section 5.** Application. This Ordinance shall govern the promotion, development and administration of the tourism industry in the Municipality as an engine of investment, employment, growth and sustainable development.

This code shall apply to all sectors, whether public or private, directly or indirectly involve in the tourism industry within the Municipality of Polillo.

Section 6. Definition of Terms.

## ARTICLE II. OFFICE OF THE MUNICIPAL MAYOR, SANGGGUNIANG BAYAN, MUNICIPAL TOURISM OFFICE

Section 7. Municipal Mayor. As the Local Chief Executive of the Municipality, the Municipal Mayor shall exercise over-all supervision of all tourism-related activities in the Municipality.

Section 8. Sangguniang Bayan. As the local legislative body in the Municipality, the Sangguniang shall enact relevant legislation for the development, promotion, administration and coordination of tourism-related activities within the jurisdiction of the municipality of Polillo and shall monitor the implementation of the provisions of this code.





Section 9. Municipal Tourism Office. The Polillo Tourism Promotions and Development Office shall be created and shall be known as the Municipal Tourism Office. The Office shall be composed of, but not limited to, the following units with appropriate focal person to handle;

> Product Development Promotion and Marketing Research and Development Standards and Regulations Industry Manpower Development

The Municipal Tourism office will be the primary implementing arm for the programs, policies and projects related to tourism. It shall pursue the programs, policies and projects related to tourism. It shall pursue the development of tourism industry in Polillo in adherence to this Code.

The Office shall exercise the following duties and functions:

- a. Implement tourism programs of the Municipal Government of Polillo;
- b. Disseminate current information on the municipality and its tourism products;
- c. Coordinate and assist in the implementation of tourism-related products and programs of local government units;
- d. Provide support to related activities of the private sector;
- e. Encourage domestic and foreign travel to Polillo:
- Promote continuing wholesome and informative relationship between the Office and the travelling public;
- g. Disseminate promotional and tourist information materials;
- h. Compile and integrate statistical data in the tourism industry;
- Develop and enhance skills and proficiency of manpower involved in the tourism industry;
- Raise the level of consciousness among the populace and imbibe in theme the culture of tourism and recommend the same for promotion;
- k. Conduct necessary ocular inspections and evaluation of various sites and activities which have tourism potential;
- Develop community-based sustainable tourism products in coordination with local stakeholders; and
- m. Exercise such other related functions as may be assigned by the Mayor.

#### ARTICLE III. THE MUNICIPAL TOURISM COUNCIL

Section 10. Municipal Tourism Council. The Municipal Tourism Council, being a principal advocate for tourism concerns in the Municipality of Polillo, Technical Working Group shall be the partner of the Municipal Government in the implementation of tourism development plans, policies and programs.

#### 10.1. The Municipal Tourism Council

Honorary Chairperson

Honorary Vice – Chairperson

Member

SB Committee on Tourism

**MPDC** 

Municipal Agriculturist

**MLGOO** 





DENR
PPSK
PPLB
Municipal Budget Officer
Municipal Accountant
MDRRMO
CSO representative – related on tourism

#### 10.2 Duties and Functions of the Council

- 1. To implement tourism development plans and programs in the municipality.
- 2. Identify, develop and promote potential tourism destinations as well as tour packages
- 3. Promote responsible culture of tourism among stakeholders and tourist alike, compliant of the requirements of standards and regulations dictated by the Department of Tourism.
- 4. Coordinate with stakeholders in the implementation of the tourism code
- 5. Formulate and implement accreditation system in compliant for the tourism related establishment.
- 6. Promote harmonious relationship between local government units and government instrumentalities
- Secretariat. The Municipal Tourism Office shall serve as the secretariat of the Council.

Section 11.Technical Working Group. The Management Committee shall be composed of:

President:

Vice-Pres.:

Secretary:

Treasurer:

Sectoral Representatives elected by caucus according to sector:

- a. Accommodations
- b. Transportation
- c. Tour Operators, Tour Guides and Congress Organizers
- d. Restaurant
- e. Environment
- f. Culture

#### Committee Heads

- a. Finance
- b. Product Development
- c. Marketing
- d. Standards and Skills Development
- e. Security







Sangguniang Bayan of Polillo Regular Session/July 10, 2017

Municipal Ordinance No. 119, Series of 2017

likewise elected by Meeting.

GR. CRISTINA E. BOSQUE Municipal Mayor

LOEL F. SANTOALLA Municipal Vice Mayor & Presiding Officer

> MEDICINE C. ASIS cretary to the Sangguniang Bayan I

The President, Vice- President, Secretary and Treasurer shall be elected from among the members of the Stakeholders during its General Assembly to be held every three (3) years, within a month after the new elected municipal officials have assumed their respective offices. Sectoral representatives are elected by Meeting according to sector. Committee Heads are

**11.1 Meetings.** The Technical Working Groupshall meet every month. A general membership meeting may be called by the President as the need arises.

#### 11.2 Duties and Functions of the Technical Working Group

- 1. Help implement tourism development plans and programs in the Municipality.
- 2. Recommend plans and policies in tourism development for adoption
- 3. Help monitoring accreditation compliant of tourism and tourism related establishments

Section 12. Sectoral Representative. The Municipality shall develop a system recognizing tourism associations pertaining to various tourism enterprises to facilitate their integration to the tourism-related programs and projects of the municipality.

## ARTICLE IV. INTERGOVERNMENTAL RELATIONSHIP

**Section 13. The Municipality.** The Municipality, together with component local government units, shall work towards the synchronization of all tourism – related activities in the municipality, and shall endeavour to coordinate its efforts with local government units in the country whenever appropriate.

Section 14. National Agencies. The Municipal Tourism Office and the Polillo Tourism Council shall coordinate with national agencies in the implementation of this code and the furtherance of its objectives.

Section 15. The Sangguniang Barangay. The Sangguniang Barangay shall create their respective Barangay Tourism Offices and the Barangay Tourism Councils. It shall coordinate with the Municipal Tourism Office in matters concerning tourism development programs, and in the implementation of the National Tourism Act and of this Code.

## PART 2 TOURISM RESOURCES, TOURISM DEVELOPMENT PLAN AND TOURISM ENTERPRISES ZONE

#### ARTICLE V. TOURISM RESOURCES

Section 16. Tourism Resource Inventory and Classification. The Municipal Tourism Office with the Polillo Tourism Office with the Polillo Tourism Council shallperiodically make an audit and inventory to identify and classify the available and Potential resources. It may provide opportunities for tourism development. Barangay Local Government Units shall submit to the Tourism Office their initial inventory of tourism resources inventory.





Section 17. Monitoring and Assessment of Tourism Resources. The Municipal Tourism Office, in coordination with concerned agencies shall periodically assess and monitor the resources utilized for tourism and tourism – related purposes, including the impact on environment, economy and host communities. The results of the assessment shall be the basis to recommend executive and legislative action of the municipality.

Section 18. Sustainable Tourism Development of Resources. The Municipality shall promote and implement sustainable tourism development of resources and shall work towards its adoption by local component government units and tourism stakeholders. It shall promote participation and consultations with the stakeholders affected by tourism development. It shall ensure the conservation of the biodiversity, preservation of resources and creation of local employment opportunities and income generation.

The Municipality shall encourage the enactment of local ordinances by component local government units for the creation, declaration and management of protected areas, management and regulation of visitor arrivals, and the establishment of community – based sustainable tourism products. In coordination with local government units, the Municipality shall promote the protection, conservation and preservation of all tourism resources.

Section 19. Integration of Tourism Product. To effectively develop the market – competitive tourism products, the Municipal Tourism Council, together with the Municipal Tourism Office and component local government units, shall create tourist circuits. Tourism products and packages endeavoured towards increasing the length of stay of tourists. Tourism Councils shall help in the classification and identification of tourism destination sites and activities.

## ARTICLE VI. TOURISM ACTION PLAN, DEVELOPMENT PLAN AND ENTERPRISE ZONE

**Section 20. Formulation of Tourism Development Plan.** The Municipality shall, in accordance with the Tourism Act of 2009, formulate a Municipal Development Plan. Component local government units shall likewise formulate their respective tourism development plan.

Section 21. Establishment of Tourism Enterprise Zone. The Municipality and/or the component local government units in consultation with the stakeholders shall identify areas for possible establishment as tourism enterprises zone and recommend to the Tourism Infrastructure Economic Zone Authority its designation as such as provided for in the Tourism Act of 2009.

Section 22. Stakeholder Participation and Social Acceptability. In the formulation of plans and establishments of zones, the concerned offices shall coordinate with the private sector, the local communities and other stakeholders. A multi – stakeholders consultation that is participatory shall be adopted in the preparation and implementation of these plans and zones with the due respect for community participation, social acceptability, sustainability and ethics.

**Section 23. Polillians First Policy.** In coordination with component local government units, tourism enterprises shall give preference and priority to Polillians in all tourism – related opportunities like employment and such other opportunities that may be identified. A system shall be set up to grant preferred rates to tourism – related activities and sites for residents.







## PART 3. TOURISM ENTERPRISES

## ARTICLE 7. CLASSIFICATION, MONITORING AND REGULATION

Section 24. Regulation, Supervision and Accreditation of Tourism Enterprises. Tourism enterprises in the municipality shall be regulated and supervised by the host component local government units and utilize their powers under The Local Government Code of 1991 and the Tourism Act of 2009 and shall be classified and accredited in accordance with the minimum standards of the Department of Tourism.

Section 25. Assessment and Monitoring. The Municipal Tourism Office shall regularly assess and evaluate tourism enterprises in the municipality in compliance with the minimum standards of the Department of Tourism and recommended appropriate executive and legislative measures on the basis of assessment result. The Municipal Tourism Office, in coordination with component local government units, shall conduct regular product audit and inventory of tourism – related facilities in the municipality.

Section 26. Reporting. In order to monitor the resources and ascertain the economic impact and social impact of tourism, component local government units shall provide the Municipal Tourism Office an inventory of all the resources and shall make the same available to the public.

Tourism enterprises operating accommodation establishments in the municipality shall submit their book of records to the respective component local government units. Such local government units shall submit the corresponding quarterly tourist arrival report to the Municipal Tourism Office within the first five (5) days of the first month of each quarter. The Municipal Tourism Office shall submit to the Department of Tourism regional office such data gathered from component local government units.

In cases where there are day tour destinations, component local government units shall likewise submit a separate report of arrivals based on record books of the said destinations.

The Municipal Tourism Office in coordination with component local government units, the Municipal Tourism Council and the DOT shall periodically conduct a survey to study the characteristics and profile of travellers.

Component local government units shall see to it that tourism establishment operating accommodations and day tour destinations have a book of records to document arrivals and occupancy.

## ARTICLE VIII. TRAINING, INFORMATION AND LINKAGES

**Section 27. Manpower Development Training.** The Municipal Tourism Office, in coordination with component local government units, the Municipal Tourism Council and other concerned agencies shall develop a training and capability – training for implementers of tourism programs, projects and activities, including but not limited to tour guides, serviced providers and other tourism frontline personnel.

ENGR. CRISTINA E. BOSQUE
Municipal Mayor







Regular Session/July 10, 2017

Municipal Ordinance No. 119, Series of 2017

ENGR. CRISTUNA E. BOSQUE
Municipal Mayor

LOELF. SANTOALLA
Municipal Vice Mayor &
Presiding Officer

MEDICINE C. ASIS cretary of the Sangguniang Bayan

**Section 28. Coordination Among Tourism Enterprises.** The Municipal Tourism Council, as a prime advocate of the tourism industry shall create an environment for cooperation between and among tourism enterprises towards a vibrant tourism industry. Linkages and networking among tourism stakeholders shall be encourage and supported.

The Municipality thru the Municipal Tourism Council shall also initiate linkages and networking with other municipalities and other local government units to encourage travel and tourism.

Section 29. Research and Studies. The Municipal Tourism Office, in coordination with different sectors, shall develop a strategic program for data collection, research and study of tourism – related information and issues.

Section 30. Tourism Information and Assistance Centers. The Municipal Tourism Office, in collaboration with Municipal Tourism Council and component local government units, shall set up tourism information assistance centers within the municipal, including ports of entry. Component local government units shall also put up similar centers in their territories. The centers shall provide information and assistance to visiting tourists and guests.

**Section 31.** Culture of Tourism and Other Advocacies. The Municipal Tourism Office shall develop a program in imbibing among the citizenry the culture of tourism such as, but not limited to, including conducting tourism awareness programs, child – wise and gender advocacy tourism activities.

**Section 32. Training Centers.** The Municipality shall establish a training center for the municipality's training programs. Local communities shall have priority access to all training programs.

### PART 4 INCENTIVES

## ARTICLE IX. GOVERNMENT ASSISTANCE

Section 33. Technical Assistance. The Municipality shall provide technical assistance of tourism – related investments and initiatives.

Section 34. Infrastructure Support. The Municipality shall endeavour to provide and maintain the necessary infrastructure support to the tourism industry such as, but not limited to, the networks of roads, transportation and communication. It shall, in coordination with component local government units, identify roads leading to tourism destination as input to tourism infrastructure program.

### ARTICLE X. GOVERNMENT INCENTIVES

Section 35. Government Incentives and Endorsement. The Municipality shall adopt a registration for tourism enterprises duly accredited by the Department of Tourism and licensed by the component local government units which shall be prioritized and included in the Municipality's tourism promotion and marketing program.

Section 36. Incentives. The municipality shall develop an incentive system for tourism enterprises and component local government units that shall regularly submit reports and comply with the local tourism data collection and reporting.





### PART 5 SPECIAL TOURISM EVENTS AND ACTIVITIES AND TAGLINE

## ARTICLE XI. THE TARICTIC FESTIVAL, OTHER FESTIVALS AND TAGLINE

Section 37. Celebration of

- a. Tarictic Festival
- b. Polillo Founding Anniversary
- c. Sagwanan Festival
  - d. Dapit, Patnugot, Salubong (Fluvial Procession)
- e. Sampatitis (Penetencia) Holy Week

Section 38. Tagline - To be created thru Executive Order

Section 39. Identification of Other Festivals.

#### PART 6 MISCELLANEOUS PROVISIONS

## ARTICLE XII. PENALTIES

Section 40. Penalties. Any person, whether natural or juridical, who:

- a. Willfully and deliberately violates the provisions of this ordinance; or
- b. Willfully or negligently obstructs the implementation of this ordinance and the development of the tourism industry in the municipality, shall, upon conviction, be punished by imprisonment of not less than one (1) year, or a fine of not more than two thousand five hundred pesos (Php 2,500.00), or both, at the discretion of the court. If the offender is a corporation or a juridical entity, the official who ordered or allowed the commission of the offense shall be punished with the same penalty.

#### ARTICLE XIII. FUNDS

- **Section 41. Municipal Appropriation.** The Municipality shall allocate funds for the tourism industry development, and promotions and marketing annually. For the implementation of this code, the municipality shall allocate an initial amount of not less than five hundred thousand pesos (Php500,000.00).
- **Section 42. Sangguniang Barangay's Budget.** Component local government units are encourage to include in their annual budget fund for the development of their tourism industry, including resources for the development of facilities and infrastructures.
- Section 43. Support from the National Government. The Municipality may obtain the technical and financial resources of the national government to implement this code and its objectives.









**Section 44. Funding from Other Sources.** Consistent with its powers under the Local Government Code, the Municipality may secure funding from other sources, whether public or private, domestic or international, for the implementation of its tourism – related policies, programs and projects.

## ARTICLE XIV. NATIONAL LAWS, IMPLEMENTING RULES, REPEAL, SEPARABILITY AND EFFECTIVITY

Section 45. Application of National Laws and Regulations. All tourism – related policies, programs and projects of the municipality shall be governed by the provisions of this code and the pertinent national laws, rules and regulations.

**Section 46. Implementing the Rules.** The Municipal Mayor, from time to time, may issue rules and regulations as he may deem fit and necessary for the effective implementation of this ordinance.

**Section 47.** Separability. The provisions of this ordinance are separable, and in the event that any in the event that any or more of such provisions are declared invalid by a competent court, the validity of all the other provisions shall not be affected thereby.

**Section 48. Repeal.** Any ordinance, executive order, local issuances and rules and regulations, or parts thereof, which are inconsistent with the ordinance are hereby repealed or modified accordingly.

Section 49. Effectivity. This ordinance shall take effect immediately after its posting at conspicuous places in the Municipality for at least three (3) consecutive weeks.

#### APPROVED UNANIMOUSLY.

July 10, 2017

Pursuant to Section 54 and 469 of the Local Government Code of 1991, I hereby certify that **Municipal Ordinance No. 119, Series of 2017** was adopted by the Sangguniang Bayan on the date mentioned above.

MEDICINE C. ASIS
Secretary to the Sangguniang Bayan 1

ATTESTED AND CERTIFIED TO HAVE BEEN DULY ADOPTED:

الماميكية LOEL F. SANTOALLA Municipal Vice Mayor & Presiding Officer

**APPROVED:** 

ENGR. CRISTINA E. BOSQUE Municipal Mayor

Excerpted on: September 21, 2017