

THIRTEENTH CONGRESS OF THE REPUBLIC
OF THE PHILIPPINES
First Regular Session

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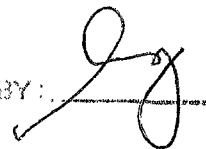
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SENATE

RECEIVED BY:

S. No. 1081



Introduced by Senator Edgardo J. Angara

EXPLANATORY NOTE

The Philippines is endowed with great scenic beauty, historically significant sites, cultural resources and a population whose traditions are attractive to tourists. These assets should be preserved and nurtured, not only because they are appreciated by others but because they are valued by the country's very own citizens.

Tourism is beneficial to our society as a whole. It helps improve our economic well-being by contributing to employment, generating income for local businesses and increasing international trade. It sparks an awareness in the eyes of our own people and of the world to the beauty of our land, its history, culture and traditions. It provides an indispensable educational tool for our people to learn about their geography and history, political institutions, artistic and historic wealth.

The National Government, for the past years, has encouraged tourism and recreation explicitly in a number of decrees, executive orders and legislative enactments. However, the tourism industry is confronted with problems of policy directions and effective coordination with government agencies and private sector groups. There is a need to lay down integrated and coordinated policies, plans, and strategies that the industry will follow for the accomplishment of tourism-related programs and projects.

It is the purpose of this bill to lay down the policies for the tourism industry and create an interagency coordination council to efficiently and effectively coordinate the functions and resources of government agencies in tourism programs geared toward the attainment of such policies.


EDGARDO J. ANGARA

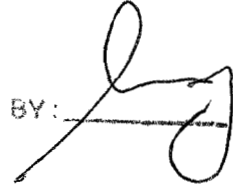
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AN ACT
ESTABLISHING A NATIONAL TOURISM POLICY AND FOR OTHER
PURPOSES

Be it enacted by the Senate and House of Representatives of the Philippines in Congress assembled:

SECTION 1. Title. - This Act shall be known as the "National Tourism Policy Act of 2001".

SEC. 2. National Tourism Policy. - It is the policy of the Government to:

- a. Maximize the economic potential in the development of Philippine tourism resources to benefit a wider base of the Filipino population;
- b. Develop tourism for and by the Filipino people to improve their quality of life, conserve and promote their heritage and heighten their national identify and sense of unity;
- c. Develop tourism, to ensure the utilization of indigenous resources and at the same time provide for the protection of the country's ecological balance;

- d. Instill a sense of history, patriotism and nationalism among the youth of the country by establishing tourism as an integral part of the educational system;
- e. Continuously increase foreign exchange earnings and generate maximum employment opportunities for Filipinos in tourism-oriented establishments and projects;
- f. Achieve a balance in tourism development between urban and rural areas;
- g. Encourage competition in the tourism industry and maximize consumer choice by enhancing the continued viability of the retail travel industry and independent tour-operation industry;
- h. Motivate and encourage the active participation of the private sector in the development and promotion of tourism by providing investment incentive and entrusting to them the final responsibility for marketing tourism products and services;
- i. Broaden international relations and support tourism-related projects of the private sector, including partnerships, joint ventures, and other cooperative enterprises involving the Philippines and foreign private entities;
- j. Promote the conventional handling capabilities of the country in order to regain its position as a leading convention center in Asia;
- k. Assist in the collection, analysis, and dissemination of data which accurately measure the economic and social impact of tourism in the country in order to facilitate planning in the public and private sectors;
- l. Provide a strong government organization that will effectively efficiently direct, implement, and coordinate the functions

and resources required to institutionalize the priority position of the tourism industry within the country's political framework;

- m. Ensure the integration of important and basic functions in one government body in order to effectively implement tourism policies to achieve maximum benefit from tourism; and
- n. Recognize and give due attention to the principles of the manila Declaration on World Tourism Conference held October 1, 1980 and the Tourism Bill of Rights and Tourist Code of 1985 of the General Assembly of World Tourism Organization Session, dated October 17 to 26, 1985, both of which focus on the true and human rights and fundamental freedom for all without distinction.

SEC. 3. Creation of a Tourism Council. - An interagency coordinating council is hereby created to be known as the Tourism Council, hereinafter referred to as the Council. The Council shall be attached to the Department of Tourism.

SEC. 4. Board of Directors. - The powers and functions of the Council shall be vested in and exercised by a Board of Directors which shall be composed of the Secretary of Tourism as Chairman, the Secretary of Budget and Management, Secretary of Transportation, Secretary of Labor, Secretary of Finance, Secretary of Foreign Affairs, Secretary of Public Works and Highways, Director of the Bureau of Air Transportation, Commissioner of Immigrations, and Commissioner of Customs, as members. The Council shall have its principal office in Metropolitan Manila. The members of the Council shall serve without additional compensation, but shall be reimbursed for actual expenses, including travel expenses, incurred by them in carrying out the duties of the Council.

Each member may designate an alternate to attend sessions of the

Council when unable to attend. The alternate must be of sufficient rank and properly authorized to make decisions committing his agency. The Council shall conduct its first meeting not later than ninety (90) days after the date of the effectivity of this Act. Thereafter, the Council shall meet regularly once a month and may hold special meetings to consider urgent matters upon the call of the Chairman or a majority of its members. The Council shall provide the Board with the necessary secretariat support.

SEC. 5. Powers and Functions. - The Council shall have the following powers and functions:

- a. Assist in the formation of plans, programs and projects for tourism and design long-term strategies for the accomplishment of the policies set out herein;
- b. Determine the participation and coordinate the plans, programs and projects of member agencies which significantly affect tourism and recreation;
- c. Monitor, review and evaluate the effective exercise by these agencies of their assigned functions and develop areas of cooperative program activity;
- d. Assist in resolving conflicts in interagency plans, programs and projects;
- e. Seek and receive concerns and views of national and local governments and the Tourism Advisory Board with respect to government plans, programs and projects which may conflict with the orderly growth and development of tourism;
- f. Assist in the maximum participation of the private sector in tourism development;
- g. Initiate and recommend new legislation and amendments to existing laws as may be necessary for the attainment of government objectives in tourism;

h. Submit an annual report for the preceding fiscal year to the President of the Philippines for transmittal to Congress on or before the thirty-first day of December of each year. The report shall include:

- i) A comprehensive and detailed report of the activities and accomplishment of the Council and its policy committees;
 - ii) The results of efforts to coordinate the plans, programs and projects of member-agencies affecting tourism and recreation and its efforts to resolve interagency conflicts and to develop areas of cooperative program activity.
- i. Exercise or perform such other powers and functions as may be deemed necessary, proper, or incidental to the attainment of its purpose and objectives.

SEC. 6. Tourism Advisory Board. - A Tourism Advisory Board is hereby created, hereinafter referred to in this section as the Board, to be composed of ten (10) members to be elected from members of existing travel-related associations of the private sector and representatives from city and provincial tourism councils, subject to the following:

- a. The members of the Board shall be elected from among citizens who are not government employees and shall be chosen so as to provide as nearly as practicable a broad representation of different geographical regions and with the diverse and varied segments of the tourism industry;
- b. Six (6) of the members shall be senior executive officers of the following organizations engaged in the travel and tourism industry:

(1) the Philippine Travel Agents Association;

- (2) the Hotel and Restaurant Association of the Philippines;
- (3) the Association of Professional Congress Organizers of the Philippines;
- (4) the Board of Airline Representatives;
- (5) the Airlines Operating Council; and
- (6) a labor organization representing employees of the tourism industry.

c. Of the remaining four (4) members of Board -

- (1) One shall be chosen from the members of regional tourism councils;
- (2) One shall be a consumer advocate from the organized public interest community;
- (3) One shall be an economist, statistician, or accountant; and
- (4) One shall be an individual from the academic community who is knowledgeable in tourism, recreation or national heritage conservation.

A list of the members shall be forwarded by the Secretary of Tourism to the Senate Committee on Tourism. The members of the Board shall receive no compensation for their services as such, but shall be allowed necessary travel expenses. The Board shall meet at least four (4) times a year and shall hold such other meetings at the call of the Chairman or a majority of its members.

SEC. 7. Term of Office. - The members of the Board shall be elected for a term of office of three (3) years. However, the first five members elected shall have a term of one (1) year and the other five shall be elected for a term of two (2) years. Any member elected by his respective association or council to fill a vacancy occurring before the expiration of the term for which the member's predecessor was elected shall be elected only for the remainder of such term. A member may serve after the expiration of his term until successor has taken

office. No member of the Board shall be eligible to serve in excess of two (2) consecutive terms of three (3) years each.

SEC. 8. Powers and Functions. - The Board shall have the following powers and functions:

- a. Advise and assist the Secretary of Tourism in developing major tourism marketing policies and coordinating national tourism programs with local and regional promotional organizations and the private sector.
- b. Submit an annual report concerning its activities and include therein such recommendations as it deems appropriate on the operation and effectiveness of plans, programs and projects under this Act. Each annual report shall cover a fiscal year and shall be submitted on or before the thirty-first day of December following the close of the fiscal year.

SEC. 9. Appropriation. - A regular appropriation shall be included in the annual General Appropriation Act for the implementation of the provisions of this Act.

SEC. 10. Repeal. - All laws, decrees and executive order inconsistent with the provisions of this Act are hereby repealed or modified accordingly.

SEC. 11. Effectivity. - This Act shall take effect upon its approval.

Approved,