
Introduced by Senator Miriam Defensor Santiago

EXPLANATORY NOTE

Made up of 7,107 islands, the Philippine archipelago is located favorably in relation to many of Southeast Asia's main water bodies and boasts of a rich marine biodiversity. Coral-fringed islands are home to a variety of wildlife, stunning beaches, and rich indigenous cultures. In short, the Philippines offers so much opportunity for coastal tourism; yet, this is one area which has not yet been the subject of policy-making and rational planning.

Many coastal communities depend on healthy coastal ecosystems and clean coastal waters for their survival. Many are tourist destinations; in fact, tourism is one of the main sources of income for many coastal communities. However, rapidly growing coastal populations, increasing number of visitors, and unsustainable coastal development are degrading the water quality and destroying the habitats that are the main attractions of coastal areas. Further, there seems to be a lack of rational planning by some local government units in coastal areas, exemplified by the wanton construction of large-scale resorts in Boracay.

To create long-term opportunities, a program that reconciles tourism, conservation, sustainable development, cultural integrity, ecological balance, and environment protection should be institutionalized.

The national government can help local government units, which have key roles in managing coastal tourism, achieve their goals of protecting vital coastal ecosystems while promoting economic growth and economic stability.

The current state of coastal tourism in the Philippines faces many challenges:

- National efforts to help local communities promote and implement sustainable practices for coastal recreation and tourism are fragmented or limited.

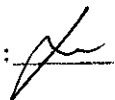
- There is no systematic data collection on the magnitude, value, and impacts of coastal tourism and recreation, which should be the foundation of sound planning and sustainable management.
- National efforts to educate tourists and recreational users about safe and sustainable use of coastal resources are expanding, but the lack of coordination and resources significantly limits progress, and key opportunities are missed.
- Current financial and technical resources available to local government entities are inadequate to effectively manage and safeguard many of the coastal and marine protected areas and other tourism and recreation resources (e.g., marine sanctuaries, parks, beaches) that are the foundation of coastal tourism and recreation.

This bill seeks to create and institutionalize a national coastal tourism planning and development program that will ensure the sustainable development of the country's coastal and marine environment resources and establish supporting mechanisms for its implementation.

Miriam Defensor Santiago
MIRIAM DEFENSOR SANTIAGO
msr

'11 OCT 20 P1:48

SENATE
S. No. 3000

RECEIVED BY: 

Introduced by Senator Miriam Defensor Santiago

1 AN ACT
2 PROVIDING FOR A COASTAL TOURISM PLANNING AND DEVELOPMENT PROGRAM

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

3 SECTION 1. *Short Title.* – This Act shall be known as the “Coastal Tourism Planning
4 and Development Act.”

5 SECTION 2. *Declaration of Policy.* – It is hereby declared the policy of the State to
6 develop a program of coastal tourism that reconciles tourism, conservation, sustainable
7 development, cultural integrity, ecological balance, and environment protection.

8 To this end, there is a need to establish a national office responsible for the planning and
9 development of coastal tourism in the nation’s coastal zones.

10 SECTION 3. *Coastal Tourism and Planning Development Office.* – There shall be a
11 Coastal Tourism Planning and Development Office, hereinafter referred to as the CTPDO. The
12 Executive Director of the Office shall be appointed by the President.

13 The CTPDO shall have the following functions:

14 (A) Research and develop sustainable coastal management practices;

15 (B) Collect and provide access to information on the magnitude, value, and impacts of
16 ocean and coastal recreation and tourism, including information on a coastal-county basis and
17 studies on the dynamics of tourism in coastal and marine areas.

18 (C) Coordinate with each provincial governor of provinces with coastal areas for the
19 planning and development of coastal tourism in the province;

20 (D) Conduct training programs and provide technical assistance to local communities
21 to help them sustainably manage coastal recreation and tourism;

1 (E) Evaluate current national and local programs related to recreation and tourism,
2 and develop best management practices as part of general guidelines for managing sustainable
3 recreation and tourism industries in the nation's coastal zones;

4 (F) Mobilize public/private partnerships to develop coordinated and effective policies
5 and public outreach programs related to coastal recreation and tourism; and

6 (G) Act as a conduit to funding local coastal tourism programs that achieve the
7 objectives of the national coastal tourism development plan.

8 SECTION 4. *Specific Programs.* – The CTPDO shall establish the following programs:

9 (A) Safety program – This program shall endeavor to create a safe and secure
10 recreational environment through the management of coastal hazards, such as erosion, typhoons
11 and floods. The provision of adequate levels of safety for boaters, swimmers and other water
12 users shall be established;

13 (B) Clean and healthy coastal eco-systems program – The CTPDO shall research and
14 develop sound policies for marine life, wildlife and habitat protection. The program shall
15 endeavor to create attractive coastal environments with clean waters and healthy coastal
16 habitats;

17 (C) Beach preservation program – Beach preservation and restoration efforts shall be
18 made on a regular basis to maintain the recreational and attractive values of beaches;

19 (D) Rural planning & development program - Plans for the construction of resorts
20 and other facilities based on rational use of the coastline shall be executed and designed to
21 properly manage and protect coastline resources and ensure sustainable coastal development;

22 (E) Responsible tourism marketing program – The program shall entail information
23 dissemination with the objective of educating the public about safe and sustainable use of
24 coastal resources. Tourism operators, lodge owners and other tourism product owners along the
25 coast shall be encouraged to include environmental tips and safety warnings for visitors on their
26 marketing material. The program shall also include the organizing and inculcation of
27 professionalism among tour guides.

1 SECTION 5. *Board of Directors.* – The powers of the CTDO shall be vested in and
2 exercised by a Board of Directors, hereinafter referred to as the Board, which shall be composed
3 of the following members:

4 (A) Secretary of Tourism, who shall chair the Board;

5 (B) Secretary of Environment and Natural Resources;

6 (C) Secretary of Interior and Local Government;

7 (D) Dean of the University of the Philippines School of Urban and Regional Planning;

8 and

9 (E) Member of a nongovernment organization on marine environmental protection.

10 SECTION 6. *The Executive Director.* — The Executive Director shall be appointed by
11 the President. The Executive Director shall be the chief executive of the CTPDO and shall
12 exercise direct control and supervision over the internal operations, personnel, and
13 representatives of the CTPDO. He or she is also authorized to represent the CTPDO in its
14 transactions.

15 SECTION 7. *Appropriations.* — To carry out the provisions of this Act, such amount as
16 may be necessary is hereby authorized to be appropriated from the National Treasury.
17 Thereafter, the amount necessary for the continuous operation of the CTPDO shall be included in
18 the annual appropriation of the Department of Tourism.

19 SECTION 6. *Separability Clause.* – If any provision, or part hereof, is held invalid or
20 unconstitutional, the remainder of the law or the provision not otherwise affected shall remain
21 valid and subsisting.

22 SECTION 7. *Repealing Clause.* – Any law, presidential decree or issuance, executive
23 order, letter of instruction, administrative order, rule or regulation contrary to or inconsistent
24 with, the provisions of this Act is hereby repealed, modified, or amended accordingly.

25 SECTION 8. *Effectivity Clause.* – This Act shall take effect fifteen (15) days after its
26 publication in at least two (2) newspapers of general circulation.

Approved,

/acs