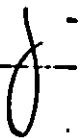


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S E N A T E

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Senate Bill No. 3002

(In Substitution of Senate Bill Nos. 802, 2184, 2234, 2673, and 2766,
taking into consideration House Bill No. 5299)

Prepared and submitted jointly by the Committees on Agriculture and Food, Tourism,
and Ways and Means with Senators Trillanes IV, Lapid, Ejercito, Angara, and Villar
as authors

AN ACT
PROVIDING FOR THE DEVELOPMENT AND PROMOTION OF FARM TOURISM IN
THE PHILIPPINES AND FOR OTHER PURPOSES

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

1 **SECTION 1. Short Title.** – This Act shall be known as the "Farm Tourism
2 Development Act of 2015."

3 **SEC. 2. Declaration of Policy.** – The State recognizes the importance of
4 agriculture in making available food and other products necessary to sustain and
5 enhance human life, and in providing livelihood to a major portion of the population.

6 The State further recognizes that tourism, coupled with agriculture extension
7 services, can disseminate the value of agriculture in the economic and cultural
8 development of the country, serves as a catalyst for the development of agriculture
9 and fishery communities, and provide additional income for farmers, farmworkers, and
10 fisherfolk.

11 The State shall also seek to promote environment-friendly, efficient and
12 sustainable farm practices; provide alternative recreation facilities and farm tourism
13 activities for families, students and other clientele; and promote health and wellness
14 with high-quality farm-produced food.

15 To maximize the benefits that can be derived from agriculture and tourism
16 combined, it is therefore the declared policy of the State to provide the policy and

1 enabling environment for the encouragement, development and promotion of farm
2 tourism in the country.

3 **SEC. 3: Definition of Terms.** – As used in this Act, the following terms shall
4 mean as follows:

5 a) **Farm Tourism** – the practice of attracting visitors and travelers to farm
6 areas for production, educational and recreational purposes. It involves any
7 agricultural- or fishery-based operation or activity that brings farmers, fisherfolk,
8 visitors and tourists to a farm who want to be educated and trained on farming and its
9 related activities, and provides a venue for outdoor recreation and accessible family
10 outings;

11 b) **Farm Tourism Activity** – activities carried out on a farm that allows visitors
12 and tourists to enjoy farming or fishing experience through education, recreation or
13 leisure;

14 c) **Farm Tourism Camps** – farm areas that allow visitors at a designated time
15 to visit, get involved in farm activities, and to enjoy and learn rural lifestyle;

16 d) **Farm Tourism Practitioner** – any person who is engaged in providing one
17 or more farm tourism activities; and

18 e) **Farm Tourism Operator** – any person, company or recognized group, who
19 is the overall in charge to a farm tourism location.

20 **SEC. 4. Farm Tourism Strategic Action Plan.** – There is hereby mandated
21 the formulation and implementation of the Farm Tourism Strategic Action Plan, herein
22 referred to as the Plan, which is the comprehensive set of programs, projects and
23 activities for the growth of farm tourism in the country. The Plan shall be integrated
24 and be made consistent with the National Tourism Development Plan.

25 The Plan shall cover, among others, the following areas of concern: investment
26 promotion and financing; market research, trends, innovations, and information;
27 market promotion and development; agriculture and fishery research, development
28 and extension; institutional and human resource development; and infrastructure

1 support. It shall likewise define the roles and responsibilities of national government
2 agencies, local government units, farm tourism operators, tour operators, educational
3 institutions, and other industry stakeholders in the implementation of the Plan.

4 **SEC. 5. *Creation of the Farm Tourism Development Board.*** – To ensure the
5 attainment of the objectives of this Act, there is hereby created the Farm Tourism
6 Development Board, herein referred to as the Board, which shall be attached to the
7 Department of Tourism (DOT). The Board shall formulate plans and programs for the
8 development and promotion of farm tourism in the country and shall set the overall
9 direction for the implementation of the Plan.

10 The Board shall have the following powers and functions:

- 11 a. Formulate, advocate, coordinate, oversee and assess the implementation of
12 the Farm Tourism Strategic Action Plan;
- 13 b. Increase awareness on the value of farm tourism and encourage the
14 establishment of farm tourism camps and activities through advocacy
15 campaigns and marketing activities;
- 16 c. Recommend infrastructure projects and transportation programs for funding
17 by the DOT, Department of Agriculture (DA), Tourism Infrastructure and
18 Enterprise Zone Authority (TIEZA), Department of Public Works and
19 Highways (DPWH), Department of Transportation and Communications
20 (DOTC), and other concerned government agencies;
- 21 d. Formulate and oversee the conduct of farm tourism research and
22 development projects to ensure sustainability of the country's farm tourism
23 program, such as on market research, trends and innovation, and
24 information dissemination; financing requirements, industry manpower
25 development; and sustainable agriculture practices and education;
- 26 e. Create technical panels, working groups, or task forces that will assist the
27 Board in the performance of its functions;

1 f. Establish cooperation among, and/or request the assistance of,
2 departments, bureaus, offices, agencies or instrumentalities of the
3 government, farm tourism stakeholders, financial and educational
4 institutions, non-government organizations, people's organizations and other
5 like-minded institutions and individuals in the implementation of its functions
6 and the attainment of the objectives of this Act; and

7 g. Perform such other powers and functions which shall advance the
8 development and promotion of farm tourism camps and activities.

9 **SEC. 6. Composition.** – The Farm Tourism Development Board shall be
10 composed of the following:

11 a. Secretary of the DOT as Chairman;

12 b. Secretary of the DA as Vice-Chairman;

13 c. Secretary of the Department of Trade and Industry (DTI);

14 d. The president of an educational institution providing farm tourism programs,
15 to be identified by the DOT and DA;

16 e. The president of a national farm tourism organization;

17 f. The president of a national inbound tour operators association; and

18 g. The president of a national federation of farmers cooperatives.

19 The DTI Secretary may designate the Undersecretary for Tourism Development
20 as his alternate, and the DA and DTI Secretaries may designate their respective
21 alternates who shall be at least Bureau Director in rank, and their acts shall be
22 considered the acts of their principals.

23 **SEC. 7. Board Secretariat.** – There shall be a Board Secretariat to be
24 composed of the DOT Office of Tourism Development Planning, Research and
25 Information Management, and other technical personnel of the DOT, DA and DTI as
26 assigned by their respective Secretaries. The Director of the Office of Tourism
27 Development Planning, Research and Information Management shall head the Board
28 Secretariat.

1 **SEC. 8. *Investment Promotion and Financing.*** – The DOT, DA and DTI shall
2 develop programs linking stakeholders in the farm tourism industry, government
3 financial institutions (GFIs), government-owned or controlled corporations, private
4 banks, financial cooperatives and other lending institutions to increase access to credit
5 for farm tourism. The Land Bank of the Philippines, Development Bank of the
6 Philippines, Small Business Corporation, and other government corporations and
7 instrumentalities providing financing programs shall create lending windows to cater to
8 the development of farm tourism camps and activities.

9 The TIEZA and the Board of Investments, and other investment promotion
10 agencies, shall develop and implement programs that will establish reasonable and
11 innovative investment incentives to attract more investors and farm tourism
12 practitioners in the farm tourism industry.

13 **SEC. 9. *Market Research and Information.*** – The DOT Office of Tourism
14 Development, Planning, Research and Information Management and the Agricultural
15 Training Institute (ATI) of the DA shall conduct, including those identified by the Board,
16 researches and studies on farm tourism market, trends and innovations, industry
17 manpower needs and development; and sustainable agriculture practices and
18 education.

19 The DOT and DA shall collaborate and maintain a farm tourism information
20 system to assist government in formulating plans and programs on farm tourism
21 development and to enable industry stakeholders respond to the needs of the market.
22 The information system shall contain information and statistics on farm tourism camps
23 and activities, market researches, accessibility and available modes of transportation,
24 publications and research materials, and other information as identified by the Board.

25 **SEC. 10. *Market Promotion and Development.*** – The DOT and the Tourism
26 Promotions Board, DA, DTI and local government units shall include farm tourism in
27 their marketing and promotion programs, and support operators of accredited farm

1 tourism camps and their associations in conducting and joining local and international
2 conferences, congresses, trade fairs, and exhibits.

3 Inbound tour operators shall include accredited farm tourism camps as part of
4 their suggested itineraries.

5 The ATI and the Technical Education and Skills Development Authority
6 (TESDA) shall showcase farm tourism camps and activities as a way to promote
7 sustainable agriculture. ATI shall encourage farm tourism camps to become learning
8 sites and accredited extension service providers, and TESDA shall accredit farm
9 tourism camps as technical vocational institutions for agriculture and tourism courses.

10 The DTI Bureau of Small and Medium Enterprise Development and the Bureau
11 of Domestic Trade Promotion and DA – Agribusiness and Marketing Service shall
12 assist farm tourism operators in the marketing and distribution of their products, and
13 link them with consumers' cooperatives and organizations, and retailers.

14 The DOT, DA, and the Philippine Information Agency (PIA) shall launch and
15 pursue a nationwide campaign to promote farm tourism and accredited farm tourism
16 camps, and promote the principle of sustainable development.

17 **SEC. 11. Agriculture and Fishery Research, Development and Extension. –**

18 The Philippine Council for Agriculture, Aquatic and Natural Resources Research and
19 Development and the Bureau of Agricultural Research shall include the technology
20 needs of farm tourism areas in the research and development programs in agriculture,
21 aquatic and natural resources and shall disseminate such results to the DOT, DA, DTI,
22 other concerned government agencies, farm tourism operators and practitioners, state
23 universities and colleges (SUCs) and private educational institutions offering
24 educational programs on farm tourism development, and organizations engaged in
25 farm tourism.

26 The ATI, together with the Cooperative Development Authority (CDA), state
27 universities and colleges, educational and research institutions, and other relevant
28 government agencies shall develop and implement programs for the adoption of

1 technologies appropriate for farm tourism, provide adequate training and agricultural
2 extension services for farm tourism practitioners and operators, and strengthen farm
3 tourism cooperatives and organizations.

4 **SEC. 12. *Institutional and Human Resource Development.*** – The DOT, DA,
5 DTI, Department of Science and Technology (DOST), Commission on Higher
6 Education (CHED), TESDA, state universities and colleges (SUCs), private
7 educational and research institutions, and other private sector groups shall establish
8 and implement an institutional and human resource development program for farm
9 tourism development, which shall include, but not limited to:

10 a. Capacity building for farm tourism operators to enable them to comply with
11 DOT, ATI and TESDA accreditations standards as primary or secondary tourism
12 enterprises, as extension service providers, and as technical vocational institutions,
13 respectively;

14 b. Technical-vocational education and training for farm tourism industry
15 practitioners, including farm camp workers, to actively contribute in productivity, the
16 practice of good agricultural, animal husbandry and manufacturing practices,
17 compliance to food safety, health, hygiene and sanitation standards, and adherence to
18 hospitality management practices; and

19 c. Formulation and implementation of competency standards and training
20 regulations for technical vocational education and training for the farm tourism
21 industry.

22 **SEC. 13. *Infrastructure Support.*** – The DPWH, DOTC, the DA, and other
23 infrastructure agencies shall include in their annual development plans and priority
24 investment programs infrastructure projects and transportation programs to expand
25 access to farm tourism camps. The DOT and the DA shall coordinate with these
26 agencies the infrastructure requirements of established and potential farm tourism
27 areas.

1 **SEC. 14. *Implementing Rules and Regulations.*** – The Farm Tourism
2 Development Board, in consultation with concerned government agencies, local
3 government units and their leagues, and farm tourism industry stakeholders, shall
4 issue the Implementing Rules and Regulations of this Act within ninety (90) days
5 starting from the effectivity of this Act.

6 **SEC. 15. *Repealing Clause.*** – All laws, decrees, executive orders, rules and
7 regulations and other issuances or parts thereof, inconsistent with the provisions of
8 this Act, are hereby repealed or modified accordingly.

9 **SEC. 16. *Separability Clause.*** – If any part or provision of this Act is declared
10 unconstitutional or invalid, other parts or provisions thereof which are not affected
11 thereby shall continue to be in full force and effect.

12 **SEC. 17. *Effectivity Clause.*** – This Act shall take effect fifteen (15) days after
13 its publication in the Official Gazette or in a national newspaper of general circulation.

Approved,