

SIXTEENTH CONGRESS OF THE REPUBLIC)
OF THE PHILIPPINES)
Third Regular Session)



Senate
Office of the Secretary

'16 FEB -2 P6 22

SENATE
S. No. 3218

RECEIVED BY: 

Introduced by Senator Miriam Defensor Santiago

AN ACT
PROVIDING FOR A COASTAL TOURISM PLANNING
AND DEVELOPMENT PROGRAM

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.¹


MIRIAM DEFENSOR SANTIAGO

¹ This bill was originally filed during the Fifteenth Congress, Second Regular Session.

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

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

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

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

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

11 The CTPDO shall have the following functions:

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

13 (B) Collect and provide access to information on the magnitude, value, and
14 impacts of ocean and coastal recreation and tourism, including information on a coastal-
15 town level and studies on the dynamics of tourism in coastal and marine areas;

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

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

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

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

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

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

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

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

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

24 (D) Rural planning and development program - Plans for the construction of
25 resorts and other facilities based on rational use of the coastline shall be executed and

1 designed to properly manage and protect coastline resources and ensure sustainable
2 coastal development;

3 (E) Responsible tourism marketing program - The program shall entail
4 information dissemination with the objective of educating the public about safe and
5 sustainable use of coastal resources. Tourism operators, lodge owners and other tourism
6 product owners along the coast shall be encouraged to include environmental tips and
7 safety warnings for visitors on their marketing material. The program shall also include
8 the organizing and inculcation of professionalism among tour guides.

9 SECTION 5. *Board of Directors.* - The powers of the CTPDO shall be vested in
10 and exercised by a Board of Directors, hereinafter referred to as the Board, which shall be
11 composed of the following members:

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

13 (B) Secretary of Environment and Natural Resources;

14 (C) Secretary of Interior and Local Government;

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

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

19 SECTION 6. *The Executive Director.* - The Executive Director shall be appointed
20 by the President. The Executive Director shall be the chief executive of the CTPDO and
21 shall exercise direct control and supervision over the internal operations, personnel, and
22 representatives of the CTPDO. He or she is also authorized to represent the CTPDO in its
23 transactions.

1 SECTION 7. *Appropriations.* – To carry out the provisions of this Act, such sums
2 as may be necessary are hereby authorized to be appropriated from the National Treasury.
3 Thereafter, the amount necessary for the continuous operation of the CTPDO shall be
4 included in the annual appropriation of the Department of Tourism.

5 SECTION 8. *Separability Clause.* – If any provision of this Act is held invalid or
6 unconstitutional, the same shall not affect the validity and effectivity of the other
7 provisions hereof.

8 SECTION 9. *Repealing Clause.* – All laws, decrees, orders, and issuances, or
9 portions thereof, which are inconsistent with the provisions of this Act, are hereby
10 repealed, amended or modified accordingly.

11 SECTION 10. *Effectivity Clause.* – This Act shall take effect fifteen (15) days
12 after its publication in the *Official Gazette* or in two (2) newspapers of general
13 circulation.

Approved,

/lml16Dec2015