



Republic of the Philippines
REGION XII
Province of Cotabato
Municipality of Alamada

OFFICE OF THE SANGGUNIANG BAYAN

EXCERPT FROM THE MINUTES OF THE 8TH REGULAR SESSION OF THE 11TH SANGGUNIANG BAYAN OF ALAMADA HELD AT SB SESSION HALL, 2ND FLOOR, MUNICIPAL BUILDING, ALAMADA, COTABATO ON AUGUST 22, 2022 AT 9:00 IN THE MORNING.

Present:

Hon. LEONIGILDO A. CALIBARA, JR.	Municipal Vice Mayor / Presiding Officer
Hon. TERESA O. DEMETILLO	SB Member
Hon. VICTOR S. SACDALAN	SB Member
Hon. ZAIDAMEN S. PELANDOC	SB Member
Hon. BARTOLOME B. LATAZA, JR.	SB Member
Hon. EDWIN M. FORTUNADO, MPA	SB Member
Hon. SANNY P. PAMLI-AN	SB Member
Hon. ERES C. CONCEPCION	SB Member
Hon. JOSE ROMMEL B. DEAROS	SB Member/ABC President

Absent:

Hon. DEMOCRITO D. DIOLA, JR.	SB Member
Hon. ELMER V. BONA	SB Member/SKMF President

ORDINANCE NO. 2022 – 7

AN ORDINANCE CREATING THE OFFICE OF THE MUNICIPAL TOURISM, CULTURE AND THE ARTS IN THE LOCAL GOVERNMENT UNIT OF ALAMADA, PROVINCE OF COTABATO, DEFINING ITS POWERS AND FUNCTIONS, AND FOR OTHER PURPOSES.

Sponsor:

Hon. SANNY P. PAMLI-AN
SB Chairperson, Committee on Tourism

Co-Sponsors:

Hon. BARTOLOME B. LATAZA, JR.
Hon. JOSE ROMMEL B. DEAROS
Hon. TERESA O. DEMETILLO
Hon. ZAIDAMEN S. PELANDOC
Members, Committee on Tourism

WHEREAS, the Tourism Development and Promotion Unit, a division under the Office of the Municipal Mayor, was established in the municipal government of Alamada to responsibly implement the tourism development and promotion programs of the Municipality of Alamada;

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WHEREAS, Republic Act No. 9593, otherwise known as the Tourism Act of 2009, declares a national policy for tourism as an engine of investment, employment, growth and national development, and strengthening the Department of Tourism and its attached agencies to effectively and efficiently implement that policy, and appropriating funds therefore;

WHEREAS, said Act stipulated the role of local government units in integrating the local tourism development and plans with the national tourism plan in identifying strategies to ensure the implementation of such tourism plans and programs;

WHEREAS, Section 443, par. (c) (2) of the Republic Act No. 7160 of 1991 provides that the Sangguniang Bayan is empowered to create such other offices as may be necessary to carry out the purposes of the municipal government;

WHEREAS, the Sangguniang Bayan considers the relevance of creating the Office of the Municipal Tourism, Culture and the Arts in Alamada as an Office due to the increasing and local spread of tourism programs and projects, to include culture and arts preservation and promotion activities in the Municipality of Alamada leading to socio-economic and sustainable development;

NOW, THEREFORE, on motion of *Hon. SANNY P. PAMLHAN*, duly seconded, **UNANIMOUSLY**, it was;

Be it enacted by the Sangguniang Bayan in its Regular Session, *THAT*:

SECTION 1. Short Title. – This Ordinance shall be known as *“An Ordinance Creating the Office of the Municipal Tourism, Culture and the Arts.”*

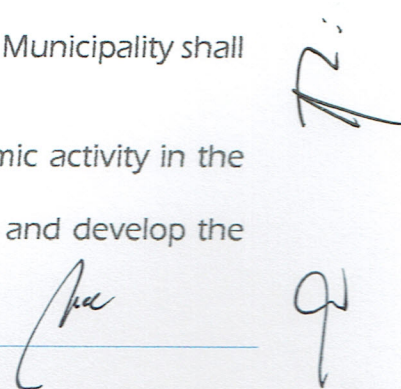
SECTION 2. Declaration of Policy. – The Municipality declares tourism as a product and service-oriented industry which would generate widespread benefits and impacts to the social growth and cultural affirmation to generate investment, employment, economic development, and to continue to mold an enhanced sense of pride for all Alamadians, in particular, and all Filipinos, in general.

Towards the end, the Municipality shall seek to:

- a. Include the Tourism, Culture and the Arts Agenda in the Local Development Plan;
- b. Formulate tourism friendly policies, standards and incentives;
- c. Strengthen the Local Tourism Council and the Local Culture and Arts Council;
- d. Implement infrastructure development to support tourism;
- e. Maintain peace and order and public safety;
- f. Implement the development of local products and eco-tourism; and
- g. Preserve the historical sites and cultural heritage.

SECTION 3. Objectives. – Pursuant to the above declaration, the Municipality shall adopt the following objectives:

- a. To develop tourism as a major and sustainable socio-economic activity in the municipality;
- b. To generate community awareness and support on tourism and develop the culture of tourism among Alamadians;



- c. To maximize Alamada heritage and the development of its arts and culture as a foundation of tourism in the municipality;
- d. To promote cultural heritage growth and preservation;
- e. To encourage municipal government and the private sector to develop sites, products and activities related to tourism;
- f. To improve the capabilities and capacities of various tourism stakeholders and cultural workers;
- g. To generate sustainable influx of tourists in the Municipality; and
- h. To establish linkages and partnerships with other agencies and the private sector.

SECTION 4. Definition of Terms. – The following terms, as used in this Ordinance, are defined as follows:

(a) "Municipality" refers to the Municipality of Alamada and the Municipal Government of Alamada.

(b) "Office" or "Tourism Office" refers to the created Office of the Municipal Tourism, Culture and the Arts in the Municipal Government of Alamada.

(c) "Tourism Officer" refers to the Municipal Government Department Head of the Office of the Municipal Tourism, Culture and the Arts.

(d) "Tourism and Cultural Agenda" refers to the policy and approach through which the municipal government and the various tourism stakeholders and the cultural communities define a sustainable development strategy that focuses on economic, social and environmental sustainability.

(e) "Eco-Tourism" refers to environmentally sound and community-participatory tourism activities in a given natural environment that yields socio-economic benefits to the concerned community.

(f) "MOOE" refers to Maintenance and Other Operating Expenses of the Office.

(g) "Cultural heritage" refers to the totality of cultural property preserved and developed through time and passed on to posterity.

(h) "Historical sites" refers to any official location, recognized by the National Historical Commission of the Philippines or any responsible Philippine government entity, where pieces of political, military or social history have been preserved and protected.

(i) "Tourism industry" refers to a group of businesses that provide services and facilities for tourist consumption.

(j) "Integrated marketing" refers to the strategy of combining different promotional vehicles (i.e. print/broadcast advertising, public relations, direct marketing, etc.) to ensure that the marketing message is consistently received by the greatest possible number of people in the target market.

(k) "Networking" refers to the cultivation of a productive exchange of information and services and support of projects among individuals, associations or institutions, business groups, and local government units.

(l) "Linkages" refer to the network of intersectoral supply relationships between the tourism economy and the rest of the productive sectors of the local economy

(m) "Tourism Enterprises" refers to facilities, services and attractions involved in tourism, such as, but not limited to: travel and tour services; tourist transport services, whether for land or air transportation; tour guides; adventure sports services involving such sports as mountaineering, spelunking, and other sports activities of significant tourism potential; convention organizers; accommodation establishments, including but not limited to hotels, resorts, apartelles, tourist inns, motels, pension houses, and home stay operators; tourism estate management services, restaurants, shops and department stores, sports and recreational centers, spas, museums and galleries, theme parks, convention centers and zoos;

(n) "Sustainable Tourism Development" refers to the management of all resources that meets the needs of tourists and the host region while protecting the opportunities for the future, in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems.

(o) "DOT" refers to the Department of Tourism.

(p) "Local Tourism Development Plan" refers to the output the LGU's task in conducting tourism development planning, which is a series of system goals and overall arrangements, based on local tourism, history, current situation and market factors; this plan shall integrate zoning, land use, infrastructure development, the national system of standards for tourism enterprises, heritage and environmental protection imperatives in a manner that encourages sustainable tourism development; this plan shall also prepare and implement the enforcement of standards and the collection of statistical data for tourism purposes.

(q) "Tourism Standards" refer to the internationally competitive standards required for tourism facilities and services

(r) "Stakeholders" refer to tourism stakeholders which includes any individual or groups involved, interested in, or affected by tourism. Tourism stakeholders include tourism professionals, public authorities, media and the local community.

SECTION 5. *Creation of the Office of the Municipal Tourism, Culture and the Arts.*

– The Office of the Municipal Tourism, Culture and the Arts is hereby created and organized. The Tourism Officer shall take charge of the Office.

The Municipal Mayor shall appoint the Tourism Officer with the rank of Municipal Government Department Head, Grade 24, pursuant to Section 465 (b) (1) (v) of R.A. No. 7160 otherwise known as the Local Government Code of 1991; provided that he is a citizen of the Philippines, a bonafide resident of Alamada, of good moral character, a holder of a Bachelor's Degree preferably in Tourism, Urban Planning, Development Studies, Economics, Public Administration, or any related course from a recognized college or university, and a first grade civil service eligible or its equivalent. He must have acquired experience in tourism industry for at least four (4) years, and must undergo the training programs by the Department of Tourism.

SECTION 6. *Mandate.* – The Office shall be the primary planning, programming, coordinating, implementing and regulatory municipal office in the development and promotion of the tourism industry and the various cultural affairs concerns in the Municipality in accordance with R.A. No. 9593. It shall instill in the Alamadians pride of place and heritage, and the tourism industry's fundamental importance in the generation of investment, foreign exchange and employment.

SECTION 7. Powers and Functions. – The Office shall have the following powers and functions:

- (a) Formulation of policies, conceptualization and implementation of plans, programs and projects on tourism and product development and promotions;
- (b) Supervision of various cultural affairs that promotes the cultural heritage growth of the municipality;
- (c) Coordination with BLGUs, provincial, and the national government agencies for the integration of the municipal tourism and cultural agenda thru development plans;
- (d) Development and conceptualization of new products, tourism projects and investment opportunities that will enhance tourist sites, facilities and services;
- (e) Supervision of municipal-government tourism-related facilities;
- (f) Monitors standards and accreditation of tourism-related establishments and services;
- (g) Formulation and implementation of an integrated tourism marketing and promotions campaign;
- (h) Institutionalization of community participation; and
- (i) Networking and linkages.

SECTION 8. Structure of the Office. – The Office shall have four (4) main Divisions which shall be composed of Technical Support Services Division (Planning, Tourism and Product Development and Coordination Division), Tourism Services and Promotions Division, Cultural Affairs and Events Division and the Administrative and General Services Division.

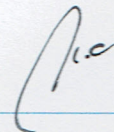
SECTION 9. Organizational Structure and Powers and Functions of the Divisions.

1) **Technical Support Services Division (Planning, Tourism and Product Development, and Coordination Division)** – this division provides support services in the areas of policy formulation and evaluation; formulation, updating and monitoring of Tourism Master Plan; tourism and product development, research and statistics, local incentive program; and coordination with intra-government, local community, and the industry. It shall also supervise and monitor tourism-related facilities operated by the municipal government.

2) **Tourism Services and Promotions Division.** - The Tourism Services and Promotions Division shall be responsible in developing the standards of service of Alamada tourism industry players; promote, monitor and evaluate the accreditation program for tourism enterprises; and formulates and implements a manpower development program and an integrated marketing and promotions campaign. It shall supervise the following two (2) sections of the division:

(a) **Tourism Services and Manpower Development Section** – takes charge of the development and implementation of projects that enhances tourist sites, facilities and services through standards and accreditation campaigns, trainings and manpower development programs, and institutionalization of community participation and private sector cooperation in tourism projects.

(b) **Marketing and Promotions Section** – prepares and implements the integrated marketing and promotions plan through information dissemination campaigns, public relations, social media, special events and related tourism programs.




3) **Cultural Affairs and Events Division** – This division shall be responsible in consolidating the various plans and programs that promote cultural heritage, growth and preservation, develops cultural dissemination campaigns, conducts research, organizes special events and implements special projects that promote Alamada heritage; and provides technical assistance to artists, cultural workers, and organizations. It shall be manned by two (2) sections:

(a) **Cultural Dissemination Section** – This section takes charge of research and documentation activities on Alamada heritage; provides technical assistance to artists, cultural workers, and various cultural and historical organizations; and implements cultural education and communication campaigns.

(b) **Special Events Section** – This section takes charge of the development and implementation of special events and activities that promote Alamada heritage, growth and preservation;

4) **Administrative and General Services Division.** - The Administrative and General Services Division shall provide the Office with staff assistance, control and advice on personnel information, records, communications, supplies and materials, equipment and other facilities, disbursements, budgeting of MOOE; and other liaison, custodial and inventory work and other functions as may be assigned by the Tourism Officer.

SECTION 10. National-Local Roles and Tourism Shared Governance. – Tourism development is both a responsibility of national and local governments as provided for under RA No. 9593, which features the national-local roles and tourism shared governance, summarized as follows:

(a) **Tourism Development Planning.**

Shared Governance – LGUs to ensure the preparation and implementation of a tourism development plan, the enforcement of standards and the collection of statistical data for tourism purposes, the development plans shall integrate zoning, land use, infrastructure development, the national system of standards for tourism enterprises, heritage and environmental protection imperatives that encourage sustainable tourism development.

Local Government – Formulate tourism plans and programs; and investment support services, including access to credit financing.

(b) **Tourism Standards.**

Shared Governance – The DOT shall develop and support training programs to enhance the capability of LGUs to monitor and administer tourism activities, and enforce tourism laws, rules and regulations in their respective jurisdictions. Funding of such programs shall be shared equitably between the Department and the LGUs concerned.

Local Government – Tourism facilities and other tourist attractions, including the acquisition of equipment, regulation and supervision of business concessions and security services for such facilities shall be a primary concern of the LGUs.

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SECTION 11. *Transitory Provisions.* – The transfer of powers and functions from a Division under the Office of the Municipal Mayor to a newly-created Municipal Office shall include all applicable funds, personnel, records, property and equipment, as may be necessary. There shall be no mandatory separation of any employees as a result of the creation of the Tourism Office. All officers and rank and file currently serving in the Tourism Development and Promotion Unit, Office of the Municipal Mayor, shall continue to serve until replaced, transferred, promoted or changed in position title.

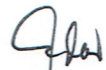
SECTION 12. *Repealing Clause.* – All ordinances and administrative circulars and executive orders or parts hereof which shall be found to be inconsistent with provisions of this Ordinance shall hereby be repealed and amended accordingly.

SECTION 13. *Separability Clause.* – If any part of this Ordinance shall be held unconstitutional or invalid, other parts or provisions hereof shall not be affected and shall continue to be in full force and effect.


SECTION 14. *Effectivity.* This Ordinance shall take effect upon its approval.

ENACTED by the Sangguniang Bayan in its Regular Session held on August 22, 2022.

CERTIFIED CORRECT:


RINA MARIE C. IGLORIA, MPA
Secretary to the Sanggunian

ATTESTED AND CERTIFIED
TO BE DULY ENACTED:


LEONIGILDO A. CALIBARA, JR.
Municipal Vice Mayor / Presiding Officer

APPROVED:


JESUS NONATO SACDALAN
Municipal Mayor
Date: _____