



Republic of the Philippines
QUEZON CITY COUNCIL
Quezon City
18th City Council

PO2012-63

66th Regular Session

ORDINANCE NO. SP- 2197, S-2013.

AN ORDINANCE CREATING THE QUEZON CITY TOURISM DEPARTMENT, DEFINING ITS POWERS AND FUNCTIONS, APPROPRIATING FUNDS THEREOF AND FOR OTHER PURPOSES.

Introduced by Councilors JESUS MANUEL C. SUNTAY and RODERICK M. PAULATE.

Co-Introduced by Councilors Francisco A. Calalay, Jr., Dorothy A. Delarmente, Anthony Peter D. Crisologo, Ricardo T. Belmonte, Jr., Joseph P. Juico, Alexis R. Herrera, Precious Hipolito Castelo, Alfredo D. Vargas III, Eden "Candy" A. Medina, Julienne Alyson Rae V. Medalla, Godofredo T. Liban II, Julian ML. Coseteng, Allan Benedict S. Reyes, Jaime F. Borres, Jose Mario Don S. De Leon, Gian Carlo G. Sotto, Fufemio C. Lagumbay, Jessica Castelo Daza, Raquel S. Malañgen, Vincent DG. Belmonte, Marvin C. Rillo, Ivy Lim-Lagman, Ranulfo Z. Ludovica and John Ansell R. De Guzman.

WHEREAS, Republic Act No. 9593 or The Tourism Act of 2009 declares tourism as an indispensable element of the national economy and an industry of national interest and importance, which must be harnessed as an engine of socio-economic growth and cultural affirmation to generate investment, foreign exchange and employment, and to continue to mold an enhanced sense of national pride for all Filipinos;

WHEREAS, Section 35 of Republic Act No. 9593 or The Tourism Act of 2009 provides that, in view of the urgent need to develop a national strategy for tourism development while giving due regard to the principle of local autonomy, the Department, the Department of the Interior and Local Government (DILG) and the Local Government Units (LGU's) shall integrate and coordinate local and national plans for tourism development;

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WHEREAS, Section 37 of Republic Act No. 9593 or the Tourism Act of 2009 further states that LGUs, in consultation with stakeholders, are encouraged to utilize their powers under Republic Act No.7160, to ensure the preparation and implementation of tourism development plan, the enforcement of standards and the collection of statistical data for tourism purposes;

WHEREAS, in recognition of Quezon City's potential to become a center for tourism not only in Metro Manila but throughout the country as well, a Quezon City Local Tourism Development Plan was crafted as a strategy to transform the City into the premier urban destination for sustainable tourism in the Philippines; and


WHEREAS, there is a need to create a Quezon City Tourism Department in order to implement the provisions outlined in the Local Tourism Development Plan and to coordinate with national government agencies, particularly the Department of Tourism, towards the consistent and synchronized implementation of local and national plans in order to achieve the fullest realization of the City's as well as the Nation's tourism potential in light of regional and global competition.

NOW, THEREFORE,

BE IT ORDAINED BY THE CITY COUNCIL OF QUEZON CITY IN REGULAR SESSION ASSEMBLED:

SECTION 1. SHORT TITLE - *This Ordinance shall be known as "The Quezon City Tourism Department Ordinance".*

SECTION 2. DECLARATION OF POLICY - *The Quezon City declares tourism, culture and the arts as a vital element of the local economy and an industry of interest and importance which must be utilized as an engine of socio-economic growth and cultural affirmation to create investment, foreign exchange and employment, and to continue to mold an enhanced sense of national pride for all residents of Quezon City and all Filipinos in general.*



Towards this end, Quezon City shall seek to:

- a. Ensure that local tourism development is geared towards the conservation and promotion of Filipino heritage, the development of national identity, and the formation of civic pride;*
- b. Recognize that sustainable tourism is integral to the City's socio-economic development efforts and can eventually lead to the improvement of the quality of life of its residents;*
- c. Promote a tourism industry that is ecologically sustainable, participative, culturally sensitive, economically viable, and ethically and socially equitable for local communities;*
- d. Create a favorable image of the City among both local and international communities, thereby strengthening the city's attractiveness as a tourism destination, and eventually paving the way for other benefits that may result from a positive view of the City;*
- e. Develop tourism products that are anchored on the City's competitive advantages including its unique history and culture, its natural features, its man-made endowments, and its human assets, and ensuring the responsible development of these resources;*
- f. Uphold the diversity of its populations and support their various forms of artistic and creative expression;*
- g. Encourage tourism development at the grassroots through the activation of Barangay Tourism Councils and by spearheading community participation and empowerment in tourism affairs;*
- h. Elicit private sector involvement by facilitating partnerships with the public sector in tourism development and promotion.*

SECTION 3. DEFINITION OF TERMS - For purposes of this ordinance, the following terms, words, phrases shall mean and be understood as follows:

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- a. "DOT" - refers to the Department of Tourism created pursuant to Presidential Decree No. 189 (1973), as amended;
- b. "QCTD" - refers to the Quezon City Tourism Department created pursuant to this Ordinance;
- c. "Secretary" - refers to the Secretary of Tourism;
- d. "QCG" - refers to the Local Government Unit of Quezon City;
- e. "TD" - are tourism districts identified as having been developed according to their specific businesses and thematic structures and having clear boundaries, land use plans, strictly imposed zoning requirements and design elements;
- f. "Barangay Tourism Council (BTC)" - is a barangay council which helps the City Government in identifying, developing, maintaining and promoting tourism plans, programs and the local values of Quezon City, within their respective barangays;
- g. "Tourism Enterprises" - refer to facilities, services and attractions involved in tourism, such as, but not limited to: travel and tour services; tourist transport services, whether for land, sea or air transportation; tour guides; adventure sports services involving such sports as mountaineering, spelunking, scuba diving, 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;
- h. "Sustainable Tourism Development" - refers to the efficient management of resources to meet the needs of both visitors and host communities without negative impact on cultural and social integrity, ecological systems and processes, and biological diversity, so that opportunities for the future are safeguarded and ensured;

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- i. "Local Tourism Development Plan (LTDP)" - refers to the strategic framework for the orderly and rational development of the city's tourism goals, providing the policy and approaches to develop, promote and integrate various programs and projects such as but not limited to accessibility, including infrastructure and transportation; investments and businesses; environment; cultural heritage; tourism products; marketing; human resources development; community development, among others;
- j. "Tourist Patrol Units" - deputized agents by the DOT to carry out the enforcement and monitoring duties of the QCTD on all Tourism Enterprises and tourist districts.

SECTION 4. CREATION OF THE QUEZON CITY TOURISM DEPARTMENT - The QC Tourism Department is hereby created, organized and established under the control and direct supervision of the City Mayor.

SECTION 5. RATIONALIZING OF FUNCTIONS

- a. The Cultural Affairs Office (CTAO) shall continue to exist until such time that the Quezon City Tourism Department (QCTD) is fully operational. The powers, functions, responsibilities and staff of the Cultural and Tourism Affairs Office (CTAO) are hereby absorbed by the QCTD.
- b. Current staff of CTAO holding plantilla positions will be automatically absorbed to the regular positions of the QCTD without loss of seniority and other rights and privileges. All relevant laws, decrees, executive orders, rules and regulations concerning the rights of government employees within the local government units shall be respected. However, these individuals must undergo capacity enhancing programs conducted by the DOT to sustain a more professional and informed workforce. The Head, Assistant Head and Division Chiefs must in addition, pass an evaluation and competency exam administered by the DOT.

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- c. There shall be no mandatory separation of any employees as a result of the creation of the QCTD. However, if any employee elects to leave the service or retire, said employee shall be entitled to claim separation or retirement benefits as may be provided under existing laws governing civil service or other laws and issuances, which may be beneficial to the employee concerned.

SECTION 6. MANDATE - The QC Tourism Department shall be the primary planning, programming, coordinating, implementing and regulatory local government department in the development and promotion of the tourism industry in accordance with R.A. No. 9593 within the territorial jurisdiction of Quezon City, in coordination with the national government specially the DOT and the private sector.

SECTION 7. POWERS AND FUNCTIONS - The QCTD shall have the following powers and functions:

- a. Formulate and prepare a Local Tourism Development Plan with stakeholders from the various tourism sectors that shall reflect, promote, develop, and expand the declared policy of this ordinance;
- b. Ensure that the Local Tourism Development Plan shall be reviewed and updated every three years taking into consideration local, regional, national and global tourism trends and the City's policy directions. Provided that, all policy formulations are in line with the Quezon City Government's Comprehensive Development Plan and Comprehensive Land Use Plan;
- c. Ensure that the LTDP crafted and implemented shall be consistent with the policy of the Quezon City Government to preserve heritage and culture, including but not limited to the protection, preservation, and restoration of historical sites, museums, and other locations with historical importance;
- d. Ensure that the implementation of projects by the Quezon City Government and other Private Entities, which are pertinent to Local Tourism Development, shall be in accordance with the LTDP;

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- e. Ensure the implementation of Ordinance No. SP-189, S-94 or otherwise known as the " QUEZON CITY TOURISM ESTABLISHMENTS REGULATORY ORDINANCE OF 1994" as amended by the Quezon City Revenue Code;
- f. Represent the Quezon City Government in all matters relating to tourism in national or international affairs including but not limited to being the beneficiary of grants, emoluments, aid, and other similar endowments given by the national government or any international organization or Government for the development of tourism and protection of existing tourism sites within the jurisdiction of Quezon City;
- g. Adopt measures for effective tourism promotion through the use of an Interactive Tourism Information Data Bank to be made available through a dedicated Quezon City Tourism Website or through other conventional or non-conventional means;
- h. Submit to the Chief Executive of the QCG a regular status report on the approved LTDP, including but not limited to expenditures, accomplishments, and other matters that impact on tourism in areas under the jurisdiction of the Quezon City Government;
- i. Exercise such other functions that are necessary for the implementation of this ordinance.

SECTION 8. HEAD OF DEPARTMENT QUALIFICATIONS - The newly created department shall be headed by a QCG Department Head (QC Tourism Officer). The Department Head shall have the following qualifications:

- a. Must be a Filipino citizen, a bonafide resident of Quezon City, and of good moral character;
- b. Must be a holder of a bachelor's degree in tourism, business, law, economics, marketing, public administration or other related fields;
- c. A first grade Civil Service eligible or equivalent;
- d. At least five (5) years of substantial work experience and involvement in the tourism industry either in the private sector or in government; and







- e. *Must undergo the training programs and pass the competency exams undertaken by the Department of Tourism.*

SECTION 9. ORGANIZATIONAL STRUCTURE OF THE DEPARTMENT - *The QC Tourism Department shall have four (4) Divisions and one (1) Support Division. The four divisions shall be composed of the Tourism Services Division, Tourism Coordination Division, Tourism Promotions Division and Tourism Planning Division and the support division shall be composed of the Administrative and Budget Support Division.*

SECTION 10. ORGANIZATIONAL STRUCTURES

TOURISM SERVICES DIVISION- *The Tourism Services Division shall consist of the following units and shall be assigned the following duties:*

1. Facilitation Unit

- a. *Assesses the applications of new Tourism Enterprises, including the renovation and expansion of existing projects, and endorse the same to appropriate government agencies or departments for the availment of incentives and/or grant of permits, clearances and franchises;*
- b. *Ensures that Tourism Enterprises are compliant with the necessary requirements for operations and delivery of goods and services;*
- c. *Inform new Tourism Enterprises of the various TDs and any criteria or requirements for incentives; and*
- d. *Performs such other functions as may be delegated to it by the Head.*

2. Monitoring and Enforcement Unit

- a. *Promulgates rules and regulations governing the operations, classifications and activities of all persons, firms, and enterprises engaged in tourism, including the imposition of fines and penalties for violation of said rules and regulations;*

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- b. Ensures that all tourism related establishments, activities, events and projects are in accordance with the QCG's environmental ordinances as well as national laws;
- c. Creates Tourist Patrol Units from among DPOS personnel, which must be trained and deputized by the DOT; they shall be visible and carry out the functions of this Division in terms of monitoring and enforcement and shall also act on complaints made against Tourism Enterprises;
- d. Assesses the performance of Tourism Enterprises and monitors compliance with both local and national laws, as well as with prescribed standards and guidelines relating to tourism;
- e. Acts on complaints made against accredited Tourism Enterprises and after due hearings, imposes fines, and/or recommends downgrading, suspension or revocation of the accreditation, for violations found;
- f. Implements the "QUEZON CITY TOURISM ESTABLISHMENTS REGULATORY ORDINANCE OF 1994";
- g. Issues public notices and advisories pertaining to Tourism Enterprises found to have violated the terms of their accreditation; and
- h. Performs such other functions as may be delegated to it by the Head.

3. Research and Data banking

- a. Establishes close coordination with the BPLO regarding Tourism Enterprises;
- b. Develops and implements a centralized records management and tracking system of heritage and cultural sites;
- c. Keeps updated statistical records of tourist arrivals and behavioral patterns in Quezon City;












- d. *Classifies, catalogs, indexes and stores tourism related documents for ready reference of the various units;*
- e. *Undertakes research and gathers data on local tourism trends and other relevant tourism information;*
- f. *Serves as secretariat for meetings being attended or organized by the QCTD;*
- g. *Documents projects, activities and meetings organized by the QCTD;*
- h. *Keeps updated inventories of the City's tourist sites, cultural and heritage sites, as well as objects and materials with artistic and/or historical value: a copy of such shall be submitted to the NHCP and the DOT;*
- i. *Keeps updated records and relevant documentation pertaining to all QCG sister cities, and maintains close communications with them;*
- j. *Performs such other functions as may be assigned to it by the Head.*




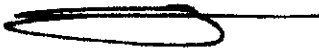
TOURISM COORDINATION DIVISION - The Tourism Coordination Division shall be assigned the following duties:

- a. *Activates and empowers BTC's within Quezon City through trainings and workshops;*
 - b. *Maintains close coordination with the DOT, BTCs, the private sector, Department of Education and other government agencies and departments for the development and implementation of the LTDP, the National Tourism Development Plan and the provisions of this Ordinance;*
 - c. *Notifies the BTC concerned when a Tourism Enterprise located within their area fails to obtain or loses its accreditation and monitors the appropriate action taken by the barangay concerned in relation to said enterprise's license and permit to operate;*
 - d. *Solicits the assistance and support of the BTCs, the private sector, City Schools and other government agencies or departments in the implementation of the policies, activities and plans of the QCG;*
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- e. Develops a system to keep track of ongoing tourism projects by both government and private sector entities, including a Communication and Information-Sharing System through which the government and private sector can monitor each other's tourism activities;
- f. Encourages the City Schools, BTCs and other government agencies or departments to produce and present cultural programs of artistic and historical value;
- g. Assesses requests for and makes recommendations with regards to the establishment of Sister City relations pursuant to Ordinance No. SP-2107, S2011 entitled "AN ORDINANCE ESTABLISHING GUIDELINES FOR SISTER CITY OR TWINNING RELATIONS BETWEEN QUEZON CITY AND OTHER CITIES.";
- h. Supports the BTCs, City Schools and other government as well as private sector entities in tourism activities requiring government coordination; and
- i. Performs such other functions as may be assigned to it by the Head.

TOURISM PROMOTIONS DIVISION - The Tourism Promotions Division shall consist of the following units and shall be assigned the following duties:

1. Promotions Unit

- a. Develops and implements a plan to promote and market Quezon City as a premier tourism destination, both locally and internationally;
 - b. Promotes the City as a destination for national and international meetings or conventions, as well as a center for sports tourism, medical tourism, cultural and heritage tourism, education tourism, exhibitions and other special events; and develops incentives programs to achieve this end;
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- c. Directs the efforts and resources of the local government and coordinates with the parties involved in tourism and other fields towards the full realization of the LTDP and other programs;
- d. Coordinates the establishment of Tourism Information and Assistance Centers with concerned departments or agencies in strategic locations as are necessary to disseminate relevant information pertaining to tourism destinations and products, and to assist tourists and Tourism Enterprises;
- e. Conducts seminars, information campaigns, fora and road shows to enlighten the public on subject matters pertaining to the functions of the QCTD, and tourism opportunities in the City;
- f. Coordinates the implementation of plans, policies and programs of the Department, including bilateral and multilateral agreements with national and international organizations;
- g. Compiles and builds multi-media documentation of significant tourism aspects of the City including but not limited to its heritage, arts and culture; sporting events; medical, and health and wellness initiatives; special events, and the like, to enhance marketing and promotions efforts;
- h. Perform such other functions as may be assigned to it by the Head.

2. Special Events Unit

- a. Coordinates tourism events, seminars, conferences and services of the QCG and maintains an annual calendar of the City's tourism-related activities;
- b. Arranges various aspects of events and coordinates with concerned departments or agencies for security, technical and logistical requirements, parking, staffing, and other components;

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- c. Organizes cultural activities to commemorate important local and national celebrations, such as Quezon Day, Rizal Day, Tandang Sora Day, and other occasions which have definite significance to the City;
- d. In coordination with the DOT, shall train local tourist guides to enhance the tourism experience of the City's visitors;
- e. Encourage and support the participation of the community in enlivening local tourism by organizing grassroots-based competitions, exhibitions and performances for public benefit; such can also serve as a vehicle to discover and develop new talent;
- f. Organizes or facilitates the activities of visiting sister city delegates;
- g. Manages the Quezon City Symphonic Band and together with its members, designs an outreach program for the benefit of the general public;
- h. Coordinates with the BTC's for Barangay initiated festivals or fiestas and recommends grants or subsidies from the QCG;
- i. Prepares media releases for tourism events and programs of the City; and
- j. Perform such other functions as may be assigned to it by the Head.

TOURISM PLANNING DIVISION

- a. Recommends and, together with other relevant agencies, plans the development of new tourism products or the upgrading of existing ones in consonance with the aims and objectives of the LTDP;
- b. Ensures that development plans include the preservation and conservation of the environment;
- c. Develop a system for monitoring and evaluating tourism products and programs for the purpose of recommending areas for improvement;
- d. Perform such other functions as maybe assigned to it by the Head.

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ADMINISTRATIVE and BUDGET SUPPORT DIVISION

Provide the QCTD with staff advice and assistance on personnel information, records, communications, supplies, equipment, disbursements, budgeting of QCTD operational expenses, other custodial work and such other functions as may be assigned to it by the Head.

SECTION 11. STAFFING PATTERN- The Department may be complemented by ONE HUNDRED AND TWENTY ONE (121) Regular Plantilla personnel whose positions and ranks are as follows:

Number	Position Title	Salary Grade
1	City Government Department Head III	27
1	City Government Asst. Department Head III	25
Total: 2		

TOURISM SERVICES DIVISION

Number	Position Title	Salary Grade
1	Supervising Tourism Operations Officer	22
2	Sr. Tourism Operations Officer	18
3	Tourism Operations Officer II	15
3	Tourism Operations Officer I	11
2	Clerk II	7
1	Statistician/ Researcher	13
Total: 12		

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TOURISM COORDINATION DIVISION

Number	Position Title	Salary Grade
1	Supervising Tourism Operations Officer	22
2	Sr. Tourism Operations Officer	18
3	Tourism Operations Officer II	15
3	Tourism Operations Officer I	11
2	Clerk II	4
Total: 11		

TOURISM PROMOTIONS DIVISION

Number	Position Title	Salary Grade
1	Supervising Tourism Operations Officer	22
2	Sr. Tourism Operations Officer	18
3	Tourism Operations Officer II	15
3	Tourism Operations Officer I	11
2	Clerk II	4
2	Photographer	7
2	Information Officer/Technical Writer	11
1	Musical Director (QCSB)	11
2	Band Master	9
57	Musician	5
Total: 75		

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TOURISM PLANNING DIVISION

1	Supervising Tourism Operations Officer	22
3	Tourism Operations Officer II	15
2	Clerk II	4
Total 6		

ADMINISTRATIVE and BUDGET SUPPORT DIVISION

Number	Position Title	Salary Grade
1	Administrative Officer II	15
1	Budget Officer I	11
8	Clerk II	4
3	Utility Worker	3
2	Driver	4
Total 15		

SECTION 12. CONTROL AND SUPERVISION OF TOURISM ZONES, AREAS OR SPOTS BY QCTD - In accordance with Section 32 of Republic Act No. 9593 or the Tourism Act of 2009, the QCTD shall initiate, facilitate, monitor and complete the transfer of control of all tourism zones, areas or spots not otherwise declared as Tourism Enterprise Zones (TEZ) from the DOT to the QCG as represented by the QCTD and shall ensure the implementation of the DOT's Comprehensive Development Plan in order to retain control over such zones, areas or spots; provided that, for zones, areas or spots declared as TEZs, the QCTD shall ensure that utmost assistance be given to the DOT in the exercise of its jurisdiction over such zones, areas or spots.

SECTION 13. INCENTIVES - In accordance with Section 85 (d) of Republic Act No. 9593 or the Tourism Act of 2009, the QCG shall endeavour to provide complimentary incentives for Tourism Enterprises to those incentives provided under Section 86, Section 87 and Section 88 of Republic Act No. 9593 or the Tourism Act of 2009.

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SECTION 14. HERITAGE SITES, LANDMARKS AND CITY MUSEUMS.

SECTION 14 a. City Museums shall be attached to the QCTD and shall be under the supervision of the Department Head while continuing to operate under their respective charter.

SECTION 14 b. Heritage sites and Landmarks shall be maintained by the Parks Development and Administration Department (PDAD) and continue to operate under their respective charters. However, city or national events being held under the jurisdiction of the PDAD, the QCTD shall manage the affair with the close coordination of the PDAD.

SECTION 15. CITY PARKS, TOURISM COUNCIL, HERITAGE COUNCIL, ENVIRONMENTAL MANAGEMENT COUNCIL, FILM COMMISSION, SIKAP BUHAY ENTREPRENEURSHIP AND COOPERATIVE OFFICE, AND THE ART AND CULTURE COUNCIL
The QCTD shall work closely with the City Parks, the Tourism Council, the Heritage Council, the Film Commission, the Environmental Management Council, Sikap Buhay Entrepreneurship and Cooperative Office and the Art and Culture Council, in relation to the development of the plans and policies of the QCTD with respect to their mandates and jurisdictions.

SECTION 16. FUNDING - *Budgetary requirements for the QCTD shall be included in the annual appropriations of the succeeding fiscal year of this ordinance subject to budgetary limitations under the Local Government Code and other pertinent laws. Furthermore, succeeding fees, charges and penalties collected from Tourism Enterprises shall be placed under a special account to be solely utilized for the improvement of Tourism Enterprises and initiatives of the QCTD and QCG.*

SECTION 17. SEPARABILITY CLAUSE - *The provisions of this Ordinance are separable. In the event that any of the provision/s are declared invalid by a competent court, the validity of all other provisions shall not be affected thereby.*

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SECTION 18. REPEALING CLAUSE - Any ordinance, executive order, local issuance of rules and regulations, or parts thereof, which are inconsistent with this Ordinance is hereby repealed and/or modified, accordingly.

SECTION 19. EFFECTIVITY CLAUSE - This Ordinance shall take effect immediately upon its approval.

ENACTED: September 17, 2012.

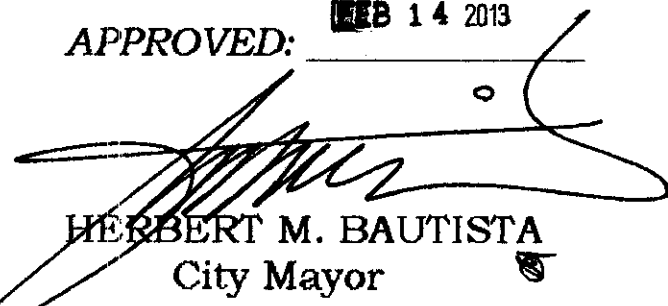

MA. JOSEFINA G. BELMONTE
Vice Mayor
Presiding Officer

ATTESTED:


Atty. JOHN THOMAS S. ALFEROS III
City Gov't. Asst. Dept Head III


APPROVED: _____

FEB 14 2013


HERBERT M. BAUTISTA
City Mayor

CERTIFICATION

This is to certify that this Ordinance was APPROVED by the City Council on Second Reading on September 17, 2012 and was PASSED on Third/Final Reading on October 1, 2012.


Atty. JOHN THOMAS S. ALFEROS III
City Gov't. Asst. Dept Head III