



Republic of the Philippines  
**SANGGUNIANG BAYAN**  
Taytay, Rizal

DO No. 2310 - 035

**ORDINANCE NO. 804 series of 2024**

**AN ORDINANCE CREATING THE MUNICIPAL TOURISM AND CULTURAL  
AFFAIRS OFFICE AND ESTABLISHING THE MUNICIPAL TOURISM  
COUNCIL OF THE MUNICIPALITY OF TAYTAY**

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Introduced & Authored by: Coun. John Tobit E. Cruz  
Sponsored by: Vice Mayor Sophia Priscilla L. Cabral  
Coun. Jan Victor B. Cabitac  
Coun. Ma. Jeca B. Villanueva  
Coun. Philip Jeison J. Cruz  
Coun. Patrick John P. Alcantara  
Coun. Joanne Marie P. Calderon  
Coun. Ma. Elaine T. Leonardo  
LnB Pres. Roseller Z. Valera  
SK Fed. Pres. Janinah Olivienne D.L. Mercado  
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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 strengthens the Department of Tourism and its attached agencies to effectively and efficiently implement that policy, and appropriate funds therefore;

WHEREAS, the 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, the National Government recognizes tourism as a viable economic enterprise and income-generating industry that local governments can adopt;

WHEREAS, Sangguniang Bayan records show that the current Tourism Office and Tourism Council were just 'created' via Resolution No. 149 s. 1999 and Resolution No. 74 s. 1998, respectively, and may be considered as null and void;

WHEREAS, it is necessary to establish a dedicated Tourism Office to plan, coordinate, and facilitate tourism-related activities, projects, and initiatives within the municipality;

WHEREAS, the Municipality of Taytay commits itself to promoting Taytay, Rizal as the Garments and Woodworks Capital of the country, alongside its rich tangible and intangible rich cultural heritage, growing food and hospitality industries, and remaining eco-tourism spots;

NOW THEREFORE, BE IT ORDAINED, by the 12<sup>th</sup> Sangguniang Bayan of Taytay, Rizal, in session duly assembled, that:

**Section 1. Title - This Ordinance shall be known as the "Taytay Tourism Office Creation Ordinance".**

**Section 2. Declaration of Policy** - It is hereby declared that the local government of Taytay shall work to continuously develop, improve, and promote its local tourism industry through the creation of this office and of the council. This shall be reflected in the municipality's annual budget and shall be considered as an important aspect of its economic development agenda.

The creation of the office and the council shall pave the way to supporting local Micro, Small, and Medium Enterprises (MSMEs) that form part of the local tourism industry, and in accentuating Taytay's rich cultural heritage, traditions, and practices that create the municipality's identity and unique selling proposition for tourism development and promotion programs.

**Section 3. Creation of the Tourism Office** - The Taytay Municipal Tourism Office is hereby organized and created, under the Office of the Mayor. The office shall be provided with a physical office, located in a strategic place within the municipality, that shall allow them to perform their duties and regular functions. They shall also be provided with the necessary furniture and equipment for their regular operations.

**Section 4. Objectives, Duties and General Functions of the Office** - The Municipal Tourism Office shall be responsible for the following:

- (a) Develop and implement comprehensive tourism plans, strategies, and programs to promote Taytay as a tourist destination, aligned with the thrusts and direction of the national government, with the maximum involvement of the people to make sure they have equitable share in the benefits of tourism;
- (b) Provide updated and publicly available inventory and assessment of tourism assets, attractions, including natural, cultural, and commercial sites;
- (c) Facilitate cooperation and coordination among various stakeholders, including businesses, organizations, and government agencies, involved in the tourism industry;
- (d) Promote and support the preservation and enhancement of cultural, historical, and natural attractions within the municipality;
- (e) Establish a Tourism Information and Assistance Center;
- (f) Receive, hear, and resolve complaints filed against tourism-related enterprises and professionals, including those recommendations or solutions endorsed by the Department of Tourism and/or the Municipal Tourism Council;
- (g) Market and advertise the municipality as a tourist destination through various media and promotional campaigns;
- (h) Supervise the operations and maintenance of municipal-owned and managed tourist destinations and/or hubs;
- (i) Promote sports tourism in the municipality of Taytay;
- (j) Monitor tourism-related activities and assess their impact on the municipality;
- (k) Conduct surveys, research, and data gathering activities to support and boost local tourism;
- (l) Provide support and facilitate the DOT accreditation of tourism-related businesses;



- (m) Propose policies and programs that will help develop, improve, and promote local tourism;
- (n) Monitor the tourist satisfaction and develop a feedback mechanism, and take necessary action to improve tourist satisfaction;
- (o) Work closely with the academe to incorporate local tourism, culture, history and heritage in local curriculum;
- (p) Facilitate the formation of Barangay Tourism Development Council that will steer the formulation, implementation, and enactment of policies and programs related to tourism at the barangay level; and
- (q) Organize and/or support tourism-related events, festivals, seminars, trainings, exhibits and other special initiatives that may help raise awareness about local tourism, culture, and arts.

**Section 5. Creation of Additional Plantilla Positions** - The following plantilla positions are hereby created in accordance to the devolution transition plan of the municipality and the operational needs of the office:

- a. Municipal Government Department Head (SG 24) with qualifications stated on Section 6 of this Ordinance
- b. Tourism Operations Officer II (SG 15)
- c. Tourism Operations Officer I (SG 11)
- d. Tourist Receptionist I (SG 8)
- e. Tourism Operations Assistant I (SG 7)
- f. Two (2) Administrative Aide I (SG 1)

The educational background, relevant experiences and training, and eligibility of items b to f are detailed in Section 9 under the Organizational Structure and Staffing Pattern.

**Section 6. Qualifications of the Office Head** - The Municipal Tourism Office Head (Tourism Officer), in compliance with Civil Service Commission Memorandum Circular No. 04 series of 2018, must be a holder of a bachelor's degree on either Tourism, Business, Law, Economics, Marketing, Public Administration, or other related fields, a Career Service (Professional) Second Level Eligibility or its equivalent. He/She must have acquired at least four (4) years of experience in the Tourism Industry either in the private sector or the government. He/She must also be a bona fide resident of Taytay, Rizal, whose age is within the guidelines of existing Civil Service rules.

**Section 7. Duties and Functions of the Office Head** - The Municipal Tourism Officer shall perform the following duties and functions:

- a. Oversee the day-to-day operations of the Municipal Tourism Office;
- b. Ensure that the MTO fulfills its mandates and deliverables as specified in Section Four (4) of this Ordinance;
- c. Execute the policies, rules, and regulations promulgated by the Municipal Tourism Council as approved by the Mayor and appropriately ratified by the Sangguniang Bayan;
- d. Formulate the Tourism Development Plan for the municipality in coordination with the DOT, the Municipal Tourism Council, and other concerned organizations, entities and agencies;
- e. Lead the preservation and/or restoration of the Municipality's monuments, historical landmarks, and other natural and manmade tourist attractions in coordination with the

- Department of Tourism, the National Historical Commission, and the National Commission for Culture and the Arts as may deemed necessary;
- f. Submit an annual budget and work program for approval; and
  - g. Perform such other functions, duties, and powers that may be assigned by the Municipal Mayor from time to time.

**Section 8. Office Sections** - The Municipal Tourism Office shall be composed of the following sections:

**8.1 Cultural Affairs, History, and Creative Industries**

- a. Facilitate the annual registration of local cultural inventories to the Precup;
- b. Lead researches and/or cultural mapping initiatives in coordination with various local and national organizations;
- c. Serve as the secretariat to the Taytay Cultural, Historical, and Creative Industries Council; and
- d. Perform other functions related to the Section as may be assigned by the Department Head.

**8.2 Promotions and Events**

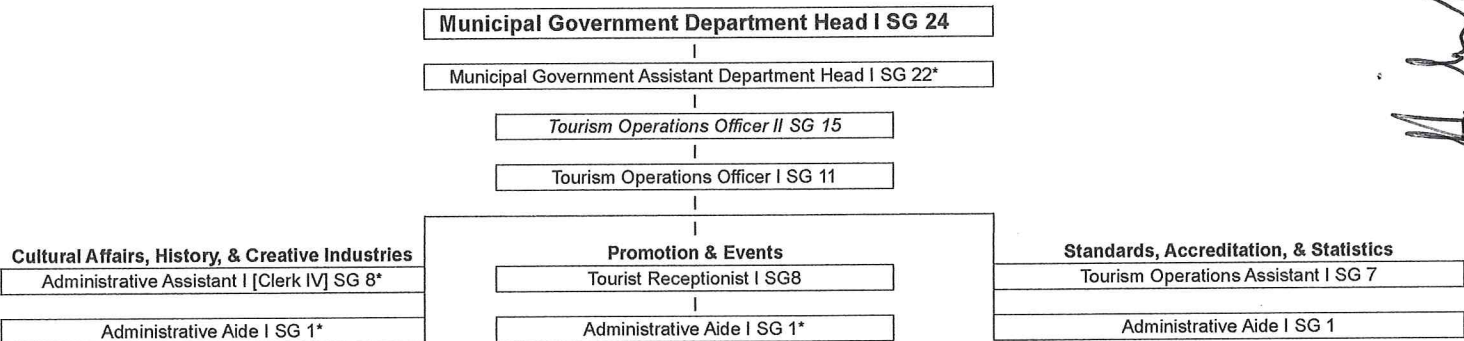
- a. Organize and manage events within the municipality that may contribute to local tourism;
- b. Be in charge of organizing festivals and other local cultural events;
- c. Facilitate the inclusion of Taytay in conventions, trade fairs, and/or exhibits that may help bring local products and tourism to a bigger market; and
- d. Facilitate the promotion of business tourism and merchandise development and marketing;

**8.3 Standards, Accreditation, and Statistics**

- a. Establish a database of businesses within the municipality that may be a part of the local tourism industry;
- b. Gather data of annual tourists foot traffic in the municipality; and
- c. Ensure office compliance to DOT’s standards and regulations.

**Section 9. Organizational Structure and Staffing Pattern** - The office shall follow this organizational chart and staffing pattern:

*Proposed Tourism Department Organization Chart*



Positions For Creation:	SG / Level	Education	Experience & Training	Eligibility
Municipal Government Department Head I	SG 24	Bachelor's degree relevant to the job	4 yrs in position/s involving management & supervision; 24 hrs of training in management & supervision	Career Service (Professional) Second Level Eligibility
Tourism Operations Officer II	SG 15 / 2	Bachelor's degree relevant to the job	1 yr of relevant experience; 4 hrs of relevant training	Career Service (Professional) Second Level Eligibility
Tourism Operations Officer I	SG11 / 2	Bachelor's degree relevant to the job	None required; None required	Career Service (Professional) Second Level Eligibility
Tourist Receptionist I	SG8 / 1	Completion of two years studies in college	1 yr of relevant experience; 4 hrs of relevant training	Career Service (Subprofessional) First Level Eligibility
Tourism Operations Assistant I	SG7 / 1	Completion of two years studies in college	None required; None required	Career Service (Subprofessional) First Level Eligibility
Administrative Aide I	SG 1	Must be able to read and write	None required; None required	None required



\* Existing plantilla positions prior to this Ordinance

**Section 10. Establishment of the Municipal Tourism Council** - To assist the Municipal Tourism Office in the conduct of its functions and to involve the private sector and other relevant stakeholders in the local tourism development, the Municipal Tourism Council is hereby established.

**10.1 Composition** - The Council shall be composed of the following:

- Chairperson:* Municipal Mayor
- Co-Chairperson:* Municipal Tourism Officer
- Members:*
  - SB Committee Chairperson on Tourism, Arts and Culture
  - SB Committee Chairperson on Trade and Commerce
  - Representative from the Taytay Cultural, Historical and Creative Industries Council
  - Liga ng mga Barangay President
  - SK Federation President
  - Municipal Budget Officer
  - Municipal Public Information Officer
  - Municipal Planning and Development Officer
  - Municipal Disaster Risk Reduction and Management Officer
  - Municipal Agriculture Head
  - Municipal Public Safety Officer
  - Local Chief of Police
  - PCCI Taytay
  - Representative from the Food Business Industry
  - Representative from the Garments Industry
  - Representative from the Woodworks Industry
  - Representative from the Tourism and Travel Industry

Industry representatives shall federate, and among themselves choose their council representative. In the absence of a federation, the Mayor may appoint an industry representative.

**10.2 Duties and Functions of the Council** - The council shall be responsible for the following duties and responsibilities:

- a. Co-develop the Municipal Tourism Strategies and Plan with the Municipal Tourism Office;
- b. Recommend ordinances and/or industry policies related to local tourism development; and
- c. Formulate and adopt rules and regulations necessary to guide their proceedings.

**10.3 Meetings and Term** - The council shall meet once every three months or as may be deemed necessary. Invitations shall be sent at least forty-eight (48) hours before the meeting. The council shall be coterminous with the chairing local chief executive.

**Section 11. Clearance for Tourism-Related Businesses** - The Business Permit and Licensing Department shall require primary Tourism Enterprises to secure a clearance from the Municipal Tourism Office for the renewal of their business permits.

**11.1** Primary Tourism Enterprises refer to travel and tour services; land, sea, and air transport services exclusively for tourist use; accommodation establishments; convention and exhibition organizers; tourism estate management services; and such other enterprises as may be identified by the Municipal Tourism Office.

**11.2** The Municipal Tourism Office shall issue the clearance to Primary Tourism Enterprises upon their submission of the following requirements:

- a. DOT Accreditation or proof of on-going application
- b. Data on tourist arrivals, stays, and foot traffic (form to be provided by the Municipal Tourism Office)

11.3 All other tourism spots including natural attractions, museums, local tours, the tianggian complex, and all other identified tourist spot by the Municipal tourism office shall also be required to submit an annual data on tourist arrivals / visits. The Municipal Tourism Office shall provide a template for the reporting and designate a schedule for submission.

**Section 12. Appropriations** - The Office shall be given an annual budget allocation within the Municipality’s yearly appropriations as to maintain its functions and duties and as recommended by the Municipal Tourism Council and endorsed by the Municipal Tourism Officer.


**Section 13. Separability Clause** - If any section or part of this Ordinance is held unconstitutional or invalid, the other sections or provisions not otherwise affected shall remain in full force or effect.

**Section 14. Repealing Clause** - All other Taytay municipal ordinances, orders issuances, rules, and regulations that are inconsistent with the provisions of this Ordinance are hereby repealed, amended, or modified accordingly.

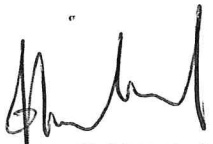
**Section 15. Effectivity Clause** - This Ordinance shall take effect ten (10) days after posting in the Taytay Transparency boards.

ENACTED, this 7<sup>th</sup> day of February, 2024, 3:06 PM at the Sangguniang Bayan Session Hall, Municipality of Taytay, Province of Rizal.

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I HEREBY CERTIFY, to the correctness of the foregoing Ordinance which was duly enacted by the Sangguniang Bayan of Taytay on second reading on January 31, 2024 and was passed on third and final reading on February 7, 2024, during the 80<sup>th</sup> Regular Session held on the 7<sup>th</sup> day of February, 2024.

  
**ATTY. STANLEE D. CALMA**  
Secretary to the Sanggunian

ATTESTED AND CERTIFIED TO BE DULY  
ADOPTED BY HER HONOR

  
**HON. SOPHIA PRISCILLA L. CABRAL**  
Municipal Vice Mayor / Presiding Officer

APPROVED BY HIS HONOR  
DATE FEB 27 2024

  
**HON. ALLAN MARTINE S. DE LEON**  
Municipal Mayor