

REPUBLIKA NG PILIPINAS
SANGGUNIANG PANLUNGSOD
LUNGSOD NG ORMOC

RECEIVED
DATE: 30 AUG 2016

EXCERPT FROM THE MINUTES OF THE REGULAR SESSION OF THE
FOURTEENTH SANGGUNIANG PANLUNGSOD NG ORMOC HELD
AT THE SANGGUNIANG PANLUNGSOD SESSION HALL,
ORMOC CITY HALL BUILDING
ON AUGUST 25, 2016



PRESENT:

Leo Carmelo L. Locsin, Jr.
Vincent L. Rama,
Mario M. Rodriguez
Tomas R. Serafica,
Benjamin S. Pongos, Jr.,
Eusebio Gerardo S. Penserga,
Gregorio G. Yrastorza III
Nolito M. Quilang
John Eulalio Nepomuceno O. Aparis II,

Vice Mayor & Presiding Officer
SP Member, Asst. Majority Floor Leader
SP Member, Presiding Officer "Pro-Tempore"
SP Member
SP Member
SP Member
SP Member
SP Member
Minority Floor Leader
SP Member, Asst. Minority Floor Leader
Ex-Officio SP Member
Chapter President, Liga ng mga Barangay ng Ormoc

ON LEAVE:

Rolando M. Villasencio,

SP Member, Majority Floor Leader

PREFATORY STATEMENT

WHEREAS, the Local Government Code states in its general provisions that the City is responsible for tourism development and promotion programs and as such shall administer and supervise all tourism facilities and other tourist attractions including the acquisition of equipment, and regulation of business concessions, and security services for such facilities;

WHEREAS, it is further provided in Section 454 par. C, item (2) of the Local Government Code of 1991 that the Sangguniang Panlungsod is empowered to create such other offices as may be necessary to carry out the purpose of the city government";

WHEREAS, the City Government of Ormoc considers tourism as a significant industry and as a catalyst of local economic development in the city and Northwest Leyte Area where the city is identified as the primary tourism hub being located at the center and being the gateway to the Province of Leyte;

WHEREAS, the City Government needs to create the Ormoc City Tourism Council to serve as policy, planning and coordinating body for tourism programs, projects and activities and in pursuit of the principle of participatory governance where venues are created for the stakeholders to play a major role in running the affairs of the governments;

WHEREAS, the City Government needs to create the Ormoc City Tourism Office to serve as implementing arm of the Ormoc City Tourism Council and to carry out the thrusts of the current administration on tourism;

- 14) Coordinate with private sector to organize tour and convention packages to organizations and individuals.

C) Special Events

- 1) Organize special events to highlight important seasons of the year and to attract tourists and visitors, either local or foreign;
- 2) Work with other organizers and stakeholders for an annual scheduling of events and coordinate with tourism promotions for the production of collaterals to promote the said annual plan of events;
- 3) Conduct research or investigative study on barangay festivals and special events that can be certified as tourism events and be included in the annual schedule of events and work with the barangays organizations on the areas of improvements to be made to make the special events a city tourism event;
- 4) Assist other sections in the conduct of capacity building activities such as trainings and seminars;
- 5) Assist those applying for permits to hold special events in the city and ensure that all tourism-related events organized by any party are properly endorsed, approved and accredited by the Ormoc City Tourism Office prior to issuance of the Mayor's permit;

D) Tourism Regulations

- 1) Conduct periodic ocular inspection of entities and establishments engaged in tourism services to ensure compliance with tourism standards;
- 2) Assist applicants for DOT accreditation;
- 3) Establish and maintain statistical databank on tourism and prepare reports to the Department of Tourism (DOT) and other agencies;
- 4) Take charge of landscaping/beautifying the plazas and all the facilities within the said plazas and ensure its cleanliness and beautification;
- 5) Work with Sangguniang Panlungsod for the passage of necessary regulations and coordinate with the City Licensing Office for the compliance of tourism establishments to tourism standards before they are issued new or renewal of business permits.

SECTION 14. APPROPRIATION – The expenditures to fully implement or cover the intents of this Ordinance for Calendar Year 2016 shall be appropriated through a Supplemental Budget from the General Fund, or from any available fund source from the City Treasury.

The annual appropriation necessary to fully implement or cover the intents of this Ordinance thereafter shall be included in the yearly appropriations under the Office of the City Mayor from the General Fund of the Ormoc City Government.



WHEREFORE, foregoing premises considered on motion of SP Member Nolito M. Quilang, Chairman, Committee on Tourism, severally seconded by SP Members Vincent L. Rama, Rolando M. Villasencio, Tomas R. Serafica, Benjamin S. Pongos, Jr., Gregorio G. Yrastorza, III, John Eulalio Nepomuceno O. Aparis II, Lea Doris C. Villar and Mariano Y. Corro; be it

RESOLVED, to enact:

ORDINANCE NO. 004

AN ORDINANCE SETTING THE TOURISM POLICY AND PROGRAM, CREATING THE ORMOC CITY TOURISM COUNCIL AND ORMOC CITY TOURISM OFFICE (OCTO), PRESCRIBING THE COMPOSITIONS, AND DEFINING DUTIES AND FUNCTIONS THEREOF AND APPROPRIATING FUNDS THEREFOR.

Be it ordained by the 14th Sangguniang Panlungsod of Ormoc City, that

SECTION 1. – TITLE. – This Ordinance shall be known as the "The Ormoc City Tourism Policy and Program Ordinance of 2016.

SECTION 2. DECLARATION OF POLICY. The City of Ormoc declares that tourism is an industry of great interest and economic importance, the participation of both the private sector and the community shall be highly encouraged. The security and safety of guests and stakeholders, job and revenue generation and environmental protection shall always be the major components of sustainable tourism program.

It is the declared policy of the City to:

- a) Develop an economically viable and sustainable tourism program in Ormoc City that will create employment and business opportunities for local residents.
- b) Actively develop and harness the potentials of Ormoc City as major tourist destination in Eastern Visayas including the development of tourism sites – whether natural, man-made or cultural/historical.
- c) Promote a tourism program that is pro-people, which will conserve the local cultural heritage and sense of identity of Ormoc City but at same time engage in sustainable tourism activities that will preserve the environment.
- d) Engage the various stakeholders, whether government or private sector and maintain the basic role of the city government as enabler in the pursuit of a successful tourism program.

SECTION 3. OBJECTIVES. Pursuant to the above declaration, the City shall adopt the following objectives:

1. Develop and implement an annual Tourism Development Plan highlighting the roles of stakeholders especially the barangays or communities where the tourist sites are located;
2. Develop an annual marketing and promotion plan to increase tourism arrivals in Ormoc City including the development of core messages;

3. Enhance capacities of the stakeholders especially the barangays in tourism product development and the management of local tourism projects and initiatives;
4. Implement activities and events that will promote tourism awareness, preserve local cultural heritage and sustain environmental balance;
5. Create an effective system of generating and processing tourism data and information and make available updated and accurate tourism statistics;
6. Establish a functional Ormoc City Tourism Council to serve as policy and coordinating body of the City Tourism Program;
7. Engage the private sector organizations in implementing the tourism plan and enter into partnerships, joint ventures and other cooperative undertakings to carry out tourism projects and activities;
8. Develop the standards of excellence in tourism facilities and frontline services and providers and put in place an effective monitoring system for complying with the standards; and
9. Generate and mobilize resources to implement and carry out the tourism development plan.

SECTION 4. – THE ORMOC CITY TOURISM PROGRAM – The Ormoc City Tourism Program is hereby established to boost the potentials of Ormoc City as a destination place and aggressively attract tourists and visitors with the end goal of making tourism a major contributor in achieving a healthy and vibrant economy of Ormoc City.

The Ormoc City Tourism Program shall have the following components, to wit:

- (a) Site and product development which aim to develop natural sites with tourism potentials, develop and/or maintain city plazas and parks, and develop local products for tourism purposes;
- (b) Tourism promotions which aims to aggressively entice guests and visitors to come and visit Ormoc city;
- (c) Tourism and other special events to organize a whole year round of special events within Ormoc City; and
- (d) Tourism regulations making sure that facilities and services in the city are tourism-friendly.

SECTION 5. - CREATION OF THE ORMOC CITY TOURISM COUNCIL. – Pursuant to the herein declared policy and objectives, there is hereby constituted a body to be known as the Ormoc City Tourism Council, hereinafter referred to as The Council. It shall be composed of certain number making sure that 70 percent comes from non-government sector and 30 percent from the government sector. At its inception, the Council shall be composed of twenty-three (23) members with sixteen (16) members from the non-government sector and seven (7) from the government sector.

The City Mayor shall serve as the Chairperson and the Chairman of the Sanggunian Committee on Tourism and a private sector member as Vice-chairpersons. The members of the council are as follows:

SP Committee on Finance and Appropriation
SK Federation President
City Director of Philippine National Police
City Planning and Development Coordinator
President, Liga ng mga Barangay
Representative- academe (1)
Representative- academe (2)
Representative - hotel owners
Representative - restaurant owners
Representative - travel and tour agencies
Representative - culture and arts
Representative - sports
Representative - souvenirs and pasalubong
Representative - event organizing
Representative - ornamentation and landscaping
Representative - sea based transportation
Representative - land-based transportation
Representative - air-based transportation
Representative - photographers
Representative - business sector
Representative - Media

The Council may likewise invite, from time to time, representatives from pertinent national and local government agencies/offices and other relevant stakeholders for advice or consultation in their areas of expertise.

The City Mayor shall appoint the private sector representatives of the Council.

The representative from the private sector who will sit as Vice-Chairman of the Council shall be elected annually by the Council members.

As much as practicable, the members shall attend personally the meetings of the Council. Should a representative be designated, he/she shall be the next-in-rank.

The Council may increase the membership of the council provided that the said increase or decrease shall comply with the 70-30 ratio of government and non-government representation.

The City Tourism Officer, being the head of the secretariat, shall sit as *ex-officio* member of the Council with no voting rights and privileges.

SECTION 6. - MEETINGS AND QUORUM. - The Council shall meet regularly once every quarter. The chairman may call for special meetings of the council. A quorum for any meeting of the members shall consist of a majority of the members and a majority of such quorum may decide any question at the meeting.

SECTION 7. -FUNCTIONS OF THE COUNCIL. - As the advisory, planning and formulating body of the comprehensive and integrated policy on tourism, the Council shall have the following functions:

1. To approve annual tourism development plan and other tourism plans geared towards pursuing tourism potentials of Ormoc City and ensure its inclusion in the city development plan, investment plans and the annual budget;
2. To assist the City government in identifying the tourism potentials of Ormoc City and mapping out these potentials as guide to tourism development projects;
3. To monitor enforcement of tourism laws and regulations as well as the effective and efficient implementation of programs, projects and activities implemented by both the private and public sectors;
4. To coordinate all tourism events in Ormoc City;
5. To coordinate with and assist the Department of Tourism in carrying out the mandates in the Tourism Act of 2009 especially in enforcing and monitoring the tourism standards;
6. To recommend the enactment of legislation and adoption of executive measures that will strengthen and enhance the tourism policy and program;
7. To provide the mechanism to ensure active and full participation of the private sector and the communities through their organizations in the planning and implementation of tourism programs and projects;
8. To ensure quality and safe tourism facilities in the city;
9. To approve tourism communication plan including core messages and ensure sustained information drive and campaign to heighten awareness on the needs and benefits of tourism; and
10. To perform such other functions necessary to attain the purposes of this Act.

SECTION 3. THE ORMOC CITY TOURISM OFFICE (OCTO) – To fully implement the tourism program of Ormoc City, a separate division under the Office of the City Mayor shall be created to handle the administrative and technical responsibilities of city tourism projects and activities.

The OCTO shall perform the following functions:

- (a.) Formulate annual tourism development plan specifying programs, projects and activities including special events geared towards pursuing tourism development and promotions and submit the same to the Tourism Council for approval;
- (b.) Spearhead the effective implementation of the city tourism plan and program including the conduct of special events in the city;
- (c.) Coordinate with government, whether local and national, and the non-government sectors for the implementation of the tourism projects, and activities;
- (d.) Spearhead the promotion activities of the tourism program of the city government;
- (e.) Take the lead in the planning and implementation of the plan for the observance of the city tourism month and major special events;
- (f.) Propose, organize and handle capability enhancement activities for the stakeholders of the tourism industry;

- (g.) Create and maintain a data bank of the City's tourism assets, tourist arrivals statistics and other vital information needed for planning and assessment purposes.
- (h.) Represent the City in any tourism or promotional activities within the locality, in the region, in national and international levels;
- (i.) Enforce or implement tourism laws and take charge of licensing and regulation activities on all tourism facilities and activities such as but not limited to the following: facilitate prompt inspection of compliance of various tourism-related services and establishments in accordance with the standards; facilitate and ensure that all tourism-related activities and events organized by outside entities are properly endorsed, approved and accredited by the Ormoc City Tourism Office prior to issuance of the Mayor's permit;
- (j.) Serve as secretariat of the Ormoc City Tourism Council and other councils assigned to the office;
- (k.) Submit to the Tourism Council periodic monitoring and status reports of the tourism programs, projects and activities; and
- (l.) Perform other functions that may be assigned to it by the City Tourism Council or by the City Mayor from time to time.

SECTION 9. MANPOWER COMPLEMENT FOR OCTO. The OCTO shall be composed of the following sections:

- a. Office of the City tourism officer with a position title of Supervising Tourism Operations Officer (SG 22) whose qualifications and functions are defined in this ordinance;
- b. Site Development and Product Development Section and primarily tasked to manage, coordinate and monitor the development of tourism sites including upkeep and beautification of city parks and plazas and initiate efforts to develop tourism products especially the souvenir items;
- c. Tourism Marketing and Promotions Section and primarily tasked to take charge of preparing marketing plan and spearhead the implementation of such investment activities for tourism;
- d. Tourism and Special Events Section and primarily tasked to directly coordinate the holding and conduct of tourism/special events in the city;
- e. Tourism Regulations Section to take charge of regulating tourism facilities, establishments and events; and
- f. Administrative Staff, who shall take charge of administrative functions of the whole office.

Each section shall have at least one regular employee with proper compliance of the requisite qualifications, as set forth by Civil Service and other pertinent laws, whose positions and qualifications are based on stipulations of the policies of the Qualification Standards of CSC M.C. No. 1, S-1997.

There shall be transfer of existing vacant positions from other units in the Ormoc City local government to the OCTO. Accordingly, the following vacant positions shall be abolished to give way to the creation of at least seven (7) regular positions including the head of office pursuant to Section 8 of this ordinance.

NUMBER OF ITEMS	POSITION	SALARY GRADE	ITEM NUMBERS
6	Musicians	5	39, 40, 43, 44, 45, 46
4	Watchman I	2	71, 72, 86, 88
1	Administrative Aide III	3	323
1	Administrative Aide I	1	332

The parks and plaza beautification functions of the City General Services Office shall be transferred to the Ormoc City Tourism Office.

The OCTO staff may be augmented through any or a combination of the following options:

- a) Designation or assignment of personnel to the OCTO in concurrent capacities with their existing positions;
- b) Reassignment of personnel of the City to the OCTO; and
- c) Full-time or part-time detail of existing personnel to the OCTO.

The Office of the City Mayor may engage the services of consultants, as may be necessary, to man the Tourism Office and carry out the mandate of this ordinance.

SECTION 10. NOMENCLATURES OF THE NEW POSITIONS CREATED.

The newly created position under the OCTO and the corresponding Salary Grade Level are as follows:

NUMBER OF ITEMS	POSITION	SALARY GRADE
1	Supervising Tourism Operations Officer	22
1	Tourism Operations Officer II	15
3	Administrative Assistant I	7
1	Administrative Aide III	3
2	Administrative Aide II	2

SECTION 11. QUALIFICATIONS OF OCTO STAFF COMPLEMENT – The various positions in the OCTO shall have the following qualifications:

A. The City Tourism Officer (SG 22) shall have the following qualifications:

- (1) Must be a Filipino citizen permanently residing in Ormoc City;
- (2) Must be civil service eligible (Second level/professional);
- (3) Must obtain a relevant bachelor's degree in tourism, business, law, economics, marketing, public administration or other related fields;
- (4) Must have earned at least 16 hours of relevant trainings; and
- (5) At least three (3) years of substantial work experience and involvement in the tourism industry either in the private sector or government.

B. The Tourism Operations Officer II (SG 15) shall have the following qualifications:



- (1) Must be a Filipino citizen permanently residing in Ormoc City;
 - (2) Must be civil service eligible (Second level/professional);
 - (3) Must obtain a relevant bachelor's degree in tourism, business, law, economics, marketing, public administration or other related fields; and
 - (4) At least one (1) year of substantial work experience and involvement in the tourism industry either in the private sector or government; and
 - (5) Must have earned at least four (4) hours of relevant training.
- C. The **Administrative Assistant I (SG 7)** shall have the following qualifications:
- (1) Must be a Filipino citizen permanently residing in Ormoc City;
 - (2) Must be civil service eligible (Second level/professional);
 - (3) Must obtain a relevant bachelor's degree; and
 - (4) At least one (1) year of substantial work experience and involvement in the tourism industry either in the private sector or government.
- D. The **Administrative Aide III (SG 3)** shall have the following qualifications:
- (1) Must be a Filipino citizen permanently residing in Ormoc City;
 - (2) Must be civil service eligible (First level);
 - (3) Must have completed at least two-year studies in college.
- E. The **Administrative Aide II (SG 2)** shall have the following qualifications:
- (1) Must be a Filipino citizen permanently residing in Ormoc City;
 - (2) Must have completed high school education.

SECTION 12. POWERS AND DUTIES OF CITY TOURISM OFFICER - The tourism officer shall be responsible for the following functions:

1. Lead in carrying out the mandate and functions of the OCTO;
2. Prepare, implement, coordinate, monitor and update local tourism development plans;
3. Ensure the proper enforcement of tourism standards, laws, rules and regulations;
4. Facilitate the conduct of studies on natural tourism resources and potentials of Ormoc City and ensure regular collection, analysis and interpretation of relevant information or data on tourism in Ormoc City;
5. Submit regular reports on status of tourism plans and programs, tourist arrivals, employment, occupancy rates, investment and tourist products, among others, to the Tourism Council and the Department of Tourism;
6. Coordinate with the Department and its attached agencies and corporations in regard to the development and promotion of tourism in Ormoc City;
7. Serves as Liaison Officer of the City for the DOT, other national and local agencies and public and private institutions involved in the tourism programs and activities;

8. Carries out the public relations and information activities relevant to tourism affairs;
9. Recommend to the DOT tourist related/oriented establishments for accreditation;
10. Confer with the City Mayor, Sangguniang Panlungsod, Department of Tourism, City Tourism Council and tourism related/oriented NGOs in coming up with annual local tourism development and promotions plans and other plans;
11. Assist in the conduct of tourism activities and events by other department/offices of the City, other government agencies, NGOs and private sector;
12. Monitor and ensure proper enforcement of tourism laws and tourism-related regulations;
13. Coordinate and work closely with the private and business sector in the conduct of tourism investment planning and implementation; and
14. Perform other functions as may be assigned by the Tourism Council or by the City Mayor from time to time.

SECTION 13. OTHER DUTIES OF OCTO STAFF – The Ormoc City Tourism Office shall also perform the following duties:

A) Site and Product Development

- 1) Conduct research activities including inventory of areas with tourism value and exploration visits on said identified areas;
- 2) Prepare plans and feasibility studies on sites to be developed as tourism sites;
- 3) Spearhead the development of tourism sites and implementation of plans for site and product development;
- 4) Coordinate with DOT, other local and national government agencies, NGOs and private entities for the preservation and/or restoration of the City's historical landmarks and other tourism potential areas;
- 5) Collaborate and engage the private sector and the barangays in developing tourism products especially souvenir items;
- 6) Conduct capacity building activities on tourism product development in coordination with DOT and other government agencies and private entities;
- 7) Conduct regular inspection and ensure compliance with tourism standards and regulations among tourism facilities and providers;
- 8) Assist the organization and mobilization of tourism stakeholders and help these organizations in their organizational capacity building activities;

A.1. Parks and Plaza Beautification

- 1) Take charge of landscaping/beautifying the plazas and all the facilities within the said plazas and ensure its cleanliness and beautification;

- 2) Recommend to the Ormoc City Tourism Council projects and facilities needed to make the plaza tourist friendly and child friendly and recommend regulatory measures to maintain and protect the plazas;
- 3) Recommend to the Ormoc City Tourism Council on other spaces within the city that can be converted into an open space or plaza;
- 4) Coordinate with Special Events Section for the conduct of special events in the plaza and to ensure proper compliance of the organizers on the regulations for plaza maintenance; and
- 5) Coordinate with General Services Office for any repair needed in the city plaza and other plazas/parks; and
- 6) Ensure the proper signages and guide marks within or surrounding the plazas.

B) Tourism Marketing and Promotions

- 1) Formulate a communication plan with attractive core messages and slogan to promote the city tourism program and implement tourism promotional and marketing strategies;
- 2) Prepare travel and tour collaterals for information and promotion purposes such as catalogues, brochures, maps, posters, calendars, documentation and the like;
- 3) Update and maintain a City Tourism's internet website and other social networking accounts and maximize the number of visits to the site;
- 4) Supervise the office responses to telephone and online requests for travel information;
- 5) Conduct and/or actively participate in promotional activities – blitz, trade fairs, tourism exhibits, trade conventions, seminars and representations of the City of Ormoc;
- 6) Promote Ormoc City as a tourist-friendly destination;
- 7) Come up with system to network all tourism providers and promote teamwork and cooperation towards a more vibrant tourism industry in Ormoc City;
- 8) Build a good database for tourism necessary to be able to do fact-based or data-based information and reports;
- 9) Assist private entities in organizing promotional tours and packages and work with stakeholders on how to effectively market the Ormoc City tourism program;
- 10) Conduct educational campaign and mobilize schools for educational tourism activities;
- 11) Coordinate with law enforcement agencies for tourist-related complaints and to ensure safety of tourists and guests;
- 12) Coordinate with tourism service providers in ensuring good customer services and maintain the tourism-friendly environment in the city;
- 13) Prepare "media kits" to travel writers and media and prepare occasional press releases highlighting tourism activities in the city; and

SECTION 15. – SEPARABILITY CLAUSE. – Any provision/s or portion/s of this ordinance found to be violative of the constitution or invalid shall not impair the other provisions or part/s thereof which shall continue to be in force and in effect.

SECTION 16. – REPEALING CLAUSE – All other ordinances, resolutions, executive orders and administrative orders or parts thereof, that are inconsistent with the provisions of this Ordinance are hereby repealed or modified accordingly..


SECTION 17. EFFECTIVITY - This ordinance shall take effect fifteen days after its publication in a local newspaper of general circulation within the City of Ormoc.

ENACTED, August 25, 2016.

RESOLVED, FURTHER, to furnish copies of this ordinance each to City Mayor Richard I. Gomez; the OIC-City Administrator, Mr. Vincent L. Emnas; the OIC-City Legal Officer, Atty. Marcelo C. Oñate; the City Budget Officer; the City Accountant; the City Treasurer; the Human Resource Management Office; the City Auditor; the Regional Director, Civil Service Commission, Regional Office No. 8 thru the Civil Service Commission Field Office, Ormoc City; the OIC-City Director, DILG; and other offices concerned.

CARRIED by Nine (9) Affirmative Votes. SP Member Nolito M. Quilang was out of the Session Hall during the voting.

I HEREBY CERTIFY to the correctness of the foregoing ordinance.


MARIA ANTONIETA G. CO HAT
(Acting SP Secretary)
Supervising Administrative Officer

ATTESTED:


LEO CARMELO L. LOCSIN, JR.
Vice Mayor & Presiding Officer

APPROVED:


RICHARD I. GOMEZ
City Mayor

9-5-16

(Date)