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**OFFICE OF THE SANGGUNIANG PANLALAWIGAN SECRETARY**

# CERTIFICATION

**TO WHOM IT MAY CONCERN:**

*THIS IS TO CERTIFY that at the regular session duly constituted of the Sangguniang Panlalawigan, Province of Pangasinan, held on December 1, 2014 at Lingayen, Pangasinan, the following provincial ordinance was approved:*

Authored by Vice Governor Jose Ferdinand Z. Calimlim, Jr.  
and SP Member Angel M. Baniqued, Jr.

## **PROVINCIAL ORDINANCE NO.184-2014**

### **AN ORDINANCE CREATING THE PANGASINAN TOURISM AND CULTURAL AFFAIRS OFFICE, A PROVINCIAL DEPARTMENT, DEFINING ITS POWERS AND FUNCTIONS, APPROPRIATING FUNDS THEREOF AND FOR OTHER PURPOSES**

**WHEREAS**, the Tourism Operations Division, a division under the Office of the Provincial Governor, was established in the provincial government of Pangasinan to responsibly implement the tourism development and promotion programs of the Province of Pangasinan;

**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 therefor;

**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 463, par. (c) (2) provides that the Sangguniang Panlalawigan is empowered to create such other offices as may be the necessary to carry out the purposes of the provincial government;

**WHEREAS**, the Sangguniang Panlalawigan finds the need to create a Provincial Tourism and Cultural Affairs Office in Pangasinan as a department considering the increasing and local spread of tourism programs and projects, to include culture and arts preservation and promotion activities in the Province of Pangasinan leading to socio-economic and sustainable development;



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**NOW, THEREFORE**, on motion of *Vice Governor Jose Ferdinand Z. Calimlim, Jr.* and (Labor) SP Member *Angel M. Baniqued, Jr.*, duly seconded,

*Be it enacted by the Sangguniang Panlalawigan in session assembled:*

**SECTION 1. *Short Title.*** – This Ordinance shall be known as “**AN ORDINANCE CREATING THE PROVINCIAL TOURISM AND CULTURAL AFFAIRS OFFICE**”.

**SECTION 2. *Declaration of Policy.*** – The Province 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 Pangasinenses, in particular, and all Filipinos, in general.

Towards the end, the Province shall seek to:

- a. Include the Tourism and Culture 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 Province shall adopt the following objectives:

- a. To develop tourism as a major and sustainable socio-economic activity in the Province;
- b. To generate community awareness and support on tourism and develop the culture of tourism among Pangasinenses;
- c. To maximize Pangasinan heritage and the development of its arts and culture as a foundation of tourism in the Province;
- d. To promote cultural heritage growth and preservation;
- e. To encourage municipal and city governments 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 Province; and
- h. To establish linkages and partnerships with other agencies and the private sector.



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

(a) “Province” refers to the Province of Pangasinan and the Provincial Government of Pangasinan.

(b) “Office” or “Tourism Office” refers to the created Provincial Tourism and Cultural Affairs Office, a Department in the Provincial Government of Pangasinan.

(c) “Tourism Officer” refers to the Provincial Government Department Head of the Provincial Tourism and Cultural Affairs Office.

(d) “Tourism and Cultural Agenda” refers to the policy and approach through which the provincial 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.



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(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, 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;

(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 Provincial Tourism and Cultural Affairs Office.*** – The Provincial Tourism and Cultural Affairs Office, as a Provincial Department, is hereby created and organized. The Tourism Officer shall take charge of the Office.

The Provincial Governor shall appoint the Tourism Officer with the rank of Provincial Government Department Head, Grade 26, 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 Pangasinan, of good moral character, a holder of a Bachelor’s



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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 five (5) years, and must undergo the training programs and pass the competency exams undertaken by the Department of Tourism.

SECTION 6. **Mandate.** – The Office shall be the primary planning, programming, coordinating, implementing and regulatory provincial office in the development and promotion of the tourism industry and the various cultural affairs concerns in the Province in accordance with R.A. No. 9593. It shall instill in the Pangasinenses 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 province;
- (c) Coordination with LGUs and national government agencies for the integration of the provincial 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 provincial-government tourism-related facilities;
- (f) Monitors standards and accreditation of tourism-related establishments and services;
- (f) Formulation and implementation of an integrated tourism marketing and promotions campaign;
- (g) Institutionalization of community participation; and
- (h) Networking and linkages.

SECTION 8. **Structure of the Department.** – 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.



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### 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 provincial government.
- 2) ***Tourism Services and Promotions Division.*** - The Tourism Services and Promotions Division shall be responsible in developing the standards of service of Pangasinan 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 Pangasinan 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 Pangasinan heritage; provides technical assistance to artists, cultural workers, and various cultural and historical organizations; and implements cultural education and communication campaigns.





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(b) ***Special Events Section*** – This section takes charge of the development and implementation of special events and activities that promote Pangasinan 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. ***Staffing Pattern of the Office***. – The Staffing Pattern of the Office, which shall be included in the Annual Budget for Calendar Year 2015, shall be in accordance to Section 9 of this Ordinance.

SECTION 11. ***Funding***. – The budgetary requirements upon the effectivity of this Ordinance shall be included in the annual budget beginning CY-2015.

SECTION 12. ***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 insure 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.



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*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.

SECTION 13. ***Transitory Provisions.*** – The transfer of powers and functions from a Division under the Office of the Provincial Governor to a newly-created Provincial Department 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 Operations Division, Office of the Provincial Governor, shall continue to serve until replaced, transferred, promoted or changed in position title.

SECTION 14. ***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 15. ***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 16. ***Effectivity.*** This Ordinance shall take effect on January 1, 2015.

  
**ATTY. VERNA T. NAVA-PEREZ**  
*Secretary to the Sanggunian*

**ATTESTED:**

  
**VICE GOVERNOR JOSE FERDINAND Z. CALIMLIM, JR.**  
*Presiding Officer*

**APPROVED:**  
  
**AMADO T. ESPINO, JR.**  
*Governor*