



EXECUTIVE ORDER NO. 040 – 2024

**AN ORDER ESTABLISHING THE SANTA MARIA TOURISM COUNCIL IN
THE MUNICIPALITY OF SANTA MARIA, BULACAN**

WHEREAS, the Department of the Interior and Local Government (DILG) Memorandum Circular No. 1995-162 encourages Local Chief Executives to organize tourism councils in their respective jurisdictions to enhance local tourism development and promotion;

WHEREAS, Republic Act No. 7160, otherwise known as the Local Government Code of 1991, empowers local government units to promote the establishment and operation of tourism-related projects and activities for the general welfare of their constituents;

WHEREAS, Republic Act No. 9593, also known as the Tourism Act of 2009, mandates the promotion of the Philippines as a prime tourist destination and encourages local government units to create a favorable environment for tourism development;

WHEREAS, tourism plays a significant role in the economic, cultural, and social development of the Municipality of Santa Maria by creating jobs, stimulating local businesses, and promoting cultural heritage and environmental conservation;

WHEREAS, there is a need to establish a Santa Maria Tourism Council that will spearhead, coordinate, and promote tourism-related activities and programs in the Municipality of Santa Maria;

NOW THEREFORE, I, BARTOLOME R. RAMOS, Municipal Mayor of Santa Maria, Bulacan, by virtue of the power vested in me by law, do hereby order, to establishment of the Santa Maria Tourism Council in the Municipality of Santa Maria, Bulacan, under the following provisions:

SECTION I. COMPOSITION. The Santa Maria Tourism Council (SMTC) shall be composed of the following:

CHAIRPERSON	:	BARTOLOME R. RAMOS Municipal Mayor
ALTERNATE	:	ELMER B. CLEMENTE Municipal Administrator
MEMBERS	:	MA. NERISSA C. DEL ROSARIO Tourism Operations Officer II



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- : **JENNIFER R. EVANGELISTA**
Representative, Tourism Council (private sector)
- : **ENGR. RODELIO A. BERNARDO**
Municipal Planning and Development
Coordinator
- : **MARCO B. TRAJANO**
SB Member, Chairman Committee on Tourism.
Cultural Affairs and Heritage
- : **DR. ARNEL M. GARCIA**
Municipal Agriculturist
- : **MARIA BELEN F. NARIO**
People's Organization working in tourism areas
- : **SYLVIA TOMAS-JOAQUIN**
Women's Organization involved in tourism
- : **JESSICA A. RAMOS**
Non-Government Organization working in
tourism
- : **Barangay Captains of barangay with tourism
Attractions:**
- : **LEOVIGILDO A. RAMOS**
Brgy. Captain – Sto. Tomas
- : **HERMINIO I. MENDOZA**
Brgy. Captain – San Gabriel
- : **POTENCIANO L. LORENZO**
Brgy. Captain – San Vicente
- : **BERNARDINO SD. ADRIANO**
Brgy. Captain – Catmon
- : **OSCAR DG. MORALES**
Brgy. Captain – Poblacion
- : **DR. NEIL MATEO**
Representative, Academe
- : **DR. RICHARD DAENOS**
Department of Tourism – Region 3



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- : **JAYFIE P. NASARRO**
Local Government Operations Officer VI
- : **DR. ROMMEL Z. ENRIQUEZ**
Municipal Environment and Natural Resources
Officer
- : **PLTCOL. VOLTAIRE C. RIVERA**
Acting Chief of Police – PNP Santa Maria,
Bulacan
- : **JONATHAN RITCHEL HALILI**
Local DRRM Officer III
- : **GRACE JOAQUIN**
Representative, Transport Sector
- : **ENRICO DELOS SANTOS**
Representative, Transport Sector
- : **MICHELLE F. MENDOZA**
Municipal Civil Registrar
- : **GERRY DE LEON**
Representative, Music
- : **ARCH. NOEL BRIGINO**
Representative, Design
- : **MA. SOCORRO S. CRUZ**
Representative, Business Sector
- : **MARLON FRANCISCO**
Representative, Business Sector
- : **LOURDES CAPILI**
Representative, Liturgical Commission

SECTION II. FUNCTIONS. The Santa Maria Tourism Council shall have the following duties and responsibilities.

1. Formulate programs and recommendations to develop local tourism facilities and attractions tapping local resources and funds;
2. Assist in the regulation and supervision of tourism-oriented establishments thereby ensuring wholesome and clean tourism activities;



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3. Assist in monitoring the implementation of the Local Government Code (LGC) on the matter of licensing of tourism establishments in the locality to ascertain safe and enjoyable stay of travelers; and
4. Strictly enforce sanitary standards in public restrooms frequently by public utility vehicle and tourist transport services, i.e. gasoline stations, restaurants along main highways and bus stops.

SECTION III. SECRETARIAT: The Office of the Municipal Tourism, Culture and the Arts is designated as the Secretariat. Its role is to assist the Santa Maria Tourism Council (SMTC) in fulfilling their roles and responsibilities. This assistance includes providing administrative and logistical services, as well as preparing meeting agendas and documentation.

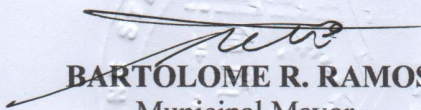
SECTION IV. MEETINGS. The Santa Maria Tourism Council (SMTC) in the Municipality shall meet regularly once every quarter on a date and place to be determined by the body. The Chairperson may convene special meetings as may be necessary.

SECTION V. SEPARABILITY CLAUSE. If any part or provision of this Executive Order is held invalid or unconstitutional, by any court of competent authority, the other parts or provisions not affected shall remain valid and effective.

SECTION VI. REPEALING CLAUSE. All executive orders, related rules and regulations and other issuances or parts thereof that are inconsistent with this Executive Order are hereby replaced or modified accordingly.

SECTION VII. EFFECTIVITY. - This Executive Order shall take effect immediately.

DONE AND EXECUTED this 25th day of June 2024 here at the Municipal Hall of Santa Maria, Bulacan.


BARTOLOME R. RAMOS
Municipal Mayor

